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ASSOCIATION OF AMERICAN PUBLISHERS

1990 INDUSTRY STATISTICS

COMPILED BY

Statistical Service Center

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All Tables including UNIT data are so noted in this Table of Contents.

All OPERATING DATA Tables include 1990 data only, except as noted.

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STATISTICS COMMITTEES

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STATISTICS COMMITTEES

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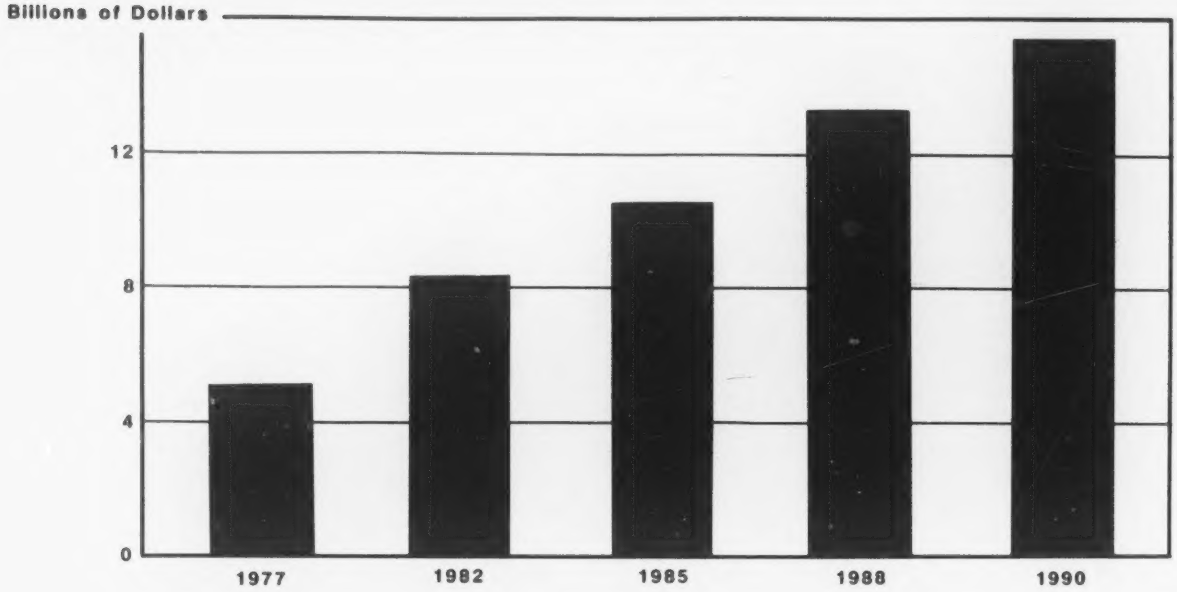

FIGURE S1 - ESTIMATED BOOK PUBLISHING INDUSTRY NET SALES 1977, 1982, 1985, 1988, 1990

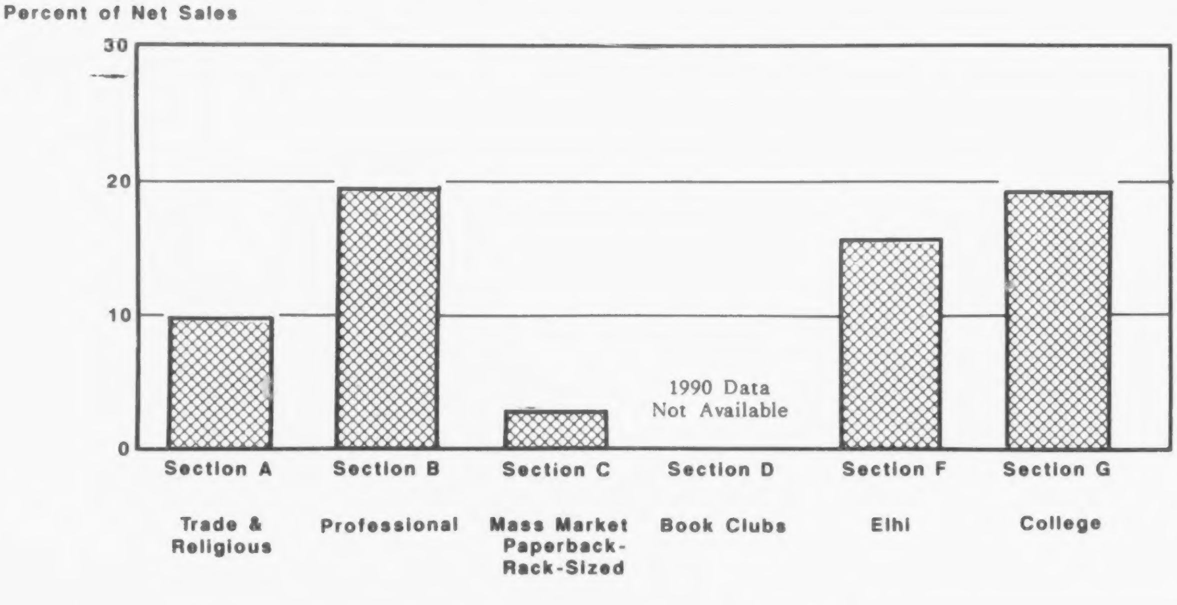

FIGURE S2 - 1990 INCOME FROM OPERATIONS

PARTICIPATING PUBLISHERS

Code letters following the participant's name identify the divisions to which that publisher responded:

A – Trade and Religious
B – Professional
C – Mass Market Paperback
D – Book Clubs and Mail Order Publications
F – School (Elhi)
G – Higher Education (College)

Publishers are listed, in accordance with their own choice, either as corporate entities or with subsidiaries shown separately, depending on the manner in which their data was supplied to the Survey.

Abingdon Press	A			
Harry N. Abrams	A*			
Academic Press	B			
Addison-Wesley Publishing	A	B*	F	G
Allyn & Bacon	D	G		
American Chemical Society	B			
American Library Association	B			
American Mathematical Society	B			
American Society of Civil Engineers	B			
Applied Therapeutics	B			
Aspen Publishers	B			
Ave Maria Press	A			
Avon Books	C			
Bantam Doubleday Dell	A	C	D*	
Baptist Spanish Publishing House	A			
Matthew Bender & Co.	B			
Better Homes & Gardens-Meredith	A*	D*		
BNA Books	B			
Book-of-the-Month Club	D			
Thomas Bouregy & Co.	A			
R.R. Bowker Co.	B			
Broadman Press/Holman Bible Publishing	A			
Wm. C. Brown Publishing Group	G			
Burgess International Group	G			
Butterworth Publishers	B			
Carolina Academic Press	B			
Chilton Book Co.	A			
China Books & Periodicals	A			
Churchill Livingstone	B			
Cold Spring Harbor Laboratory	B*			
CRC Press	B			
Curriculum Associates	F*			
Harlan Davidson Publ.	G*			
Davis Publications	F			
Marcel Dekker Inc.	B			
Delmar Publishers	F*	G		
Doubleday Book & Music Clubs	D			
Dushkin Publishing Group	G			
Elsevier Science Publishing	B			
EMC Corp.	F			

* Denotes publishers who did not reply directly to this section, but whose data from the December 1990 AAP Monthly Sales Reports were incorporated into the text, and in some instances, to the first sales table in the indicated section of this volume.

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PARTICIPATING PUBLISHERS

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W.H. Freeman & Co., Publishers	G			
Gale Research	A			
Garden Way Publishing (Storey Comm.)	A			
Getty Trust Publishing	A			
David R. Godine, Publisher	A			
Good News Publishers	A			
Gorsuch Scarisbrick Publishers	G*			
Gospel Light Publications	A			
Grolier, Inc.	A	B*	D	
The Guilford Press	A			
Hackett Publishing	G			
Harcourt Brace Jovanovich	F	G		
Harlequin Books	C	D*		
HarperCollins Publishers	A	B*	C	G
Harrison House	A			
Hawkes Publishing	A			
Health Administration Press	B			
D.C. Heath & Co.	B	F	G	
Henry Holt & Co.	A			
Holt, Rinehart & Winston	F	G		
Houghton Mifflin Co.	A	F	G	
Hudson Hills Press	A			
Ideals Publishing	A*			
Industrial Press	B			
Richard D. Irwin, Inc.	G			
Island Press	B			
Jossey-Bass Inc., Publishers	B			
Little, Brown & Co.	A	B		
Longmeadow Press	A*			
Macmillan Publishing	A	B	G	
Macmillan/McGraw-Hill School Book Co.	F	G*		
Marshall Cavendish Corp.	A			
Mayfield Publishing	G			
McCutchan Publishing	B	G		
McDougal, Littell & Co.	F			
McGraw-Hill Publishing	A	B	D	G
Wil McKnight Associates	B			
Menasha Ridge Press	A			
Merriam-Webster Inc.	A			
Morgan Kaufmann Publishers	B			
William Morrow & Co.	A			
Mosby-Year Book	B	D	G	
National Association of Social Workers	B			
National Publishing Co.	A*			
W.W. Norton & Co.	A	G		
Open Court Publishing	F			
Orbis Books	A			
Oxford University Press	A	B	G	
Pathway Book Clubs	D			
Penguin USA	A	C		
Peterson's Guides	A			

* Denotes publishers who did not reply directly to this section, but whose data from the December 1990 AAP Monthly Sales Reports were incorporated into the text, and in some instances, to the first sales table in the indicated section of this volume.

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PARTICIPATING PUBLISHERS

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PFM Holding Co.	A			
Plenum Publishing Corp.	B*			
Prentice-Hall	B*	D	G	
Random House	A	C	D	
SAE	B			
St. Martin's Press	A	B	C	G
Saxon Publishers	F*			
Scholastic Inc.	A*	F		
Scientific Press	C*			
Scott, Foresman & Co.	F	G		
Scripture Press Int'l (Victor Books)	A			
Simon & Schuster	A	B	C	F
Slawson Communications	A	B		
South-Western Publishing	F	C		
Springer-Verlag New York	B*			
Steck-Vaughn Co.	F			
Sun Publishing	A			
Thames & Hudson	A*			
Time Life Books	A	D		
Charles E. Tuttle Publishing	A			
University Microfilms	A			
Van Nostrand Reinhold	B	D*		
Wadsworth, Inc.	G			
Warner Books	A*	G		
Warren Gorham & Lamont	B			
Watson Guptill	A			
Westview Press	B	G		
John Wiley & Sons	B	G		
Williams & Wilkins	B			
Word, Inc.	A			
Zondervan Bible Publishers	A*			

* Denotes publishers who did not reply directly to this section, but whose data from the December 1990 AAP Monthly Sales Reports were incorporated into the text, and in some instances, to the first sales table in the indicated section of this volume.

INTRODUCTION: METHODOLOGY AND GENERAL SUBJECT DEFINITIONS

AAP Statistical Surveys embrace the entire book publishing industry, educational as well as general, including activities of publishers who produce audio-visual and other non-print materials. All major divisions of the industry are given detailed coverage in this volume, except Subscription Reference (i.e. encyclopedia and related product), Standardized Tests, and University Presses whose activities appear only in summary form or in industry estimates, since detailed reports for these groups are issued separately.

The divisions for which extensive marketing and operating data have been provided in this volume are:

Trade and Religious - Section A
Professional - Section B
Mass Market Paperback - Section C
Book Club & Mail Order Publ. - Section D
Elhi Textbooks and Materials - Section F
College Textbooks and Materials - Section G

In addition, estimates of total industry activity are provided in Table S1 following this introduction, and, for the educational portion of the industry, in tables T1 and T2 at the start of the Elhi section.

Most of the features of the prior years reports have been retained. It should be noted, however, that the 1989 information in this 1990 Industry Statistics may vary from comparable data in the 1989 Industry Statistics Report. This is due to differing respondents to each annual survey.

Publishers and organizations both within and without AAP were asked to contribute data. A complete list of participating publishers is included with this report.

HOW TO UTILIZE THIS SURVEY

The key to a meaningful and useful industry statistical report is comparability. If a publisher, attempting to relate his own experiences to the composite data, finds that he can do so with relative ease, he is likely to reap considerable benefits from an analysis of common experience.

A number of strategies have been employed in this report to enhance comparability. Structurally, the survey brings together groups of publishers who operate in similar economic circumstances. The factors which contribute to a communality of statistical interests are, predominantly, similarities of product, of market, and of marketing technique. These are similarities, however, not identities. The character of the material published, the intended consumer, and the means of reaching him often vary considerably even among publishers in the same division. In consequence, methods of record keeping and accounting frequently differ as well.

INTERPRETING THE DATA

To achieve comparability for all requires that statistical information be produced in a common language, understandable and applicable to all. Hence common definitions, formulated on a divisional basis, reflect majority practice in each division.

When a publisher reports to the survey, he translates his data into the common language, thus making it comparable with data from other contributors. This is vital if a meaningful result is to be obtained. **What is equally important, however, is that in analyzing the report, a publisher translate the data back into his own particular terms.** Only if he does so can the composite experience become genuinely meaningful to him.

Certainly, as an indispensable first step, the contributing publisher should compare his own submission, already rendered in the common language, to the report and by that means move on to a full translation.

Interpretation of the data, and relating it to his own circumstances requires that a publisher

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DEFINITIONS AND INSTRUCTIONS

Copies of the questionnaires, definitions and instructions, which were furnished to participating publishers, are available on request from the AAP New York Office.

It is essential that the reader familiarize himself with the General Instructions and Definitions, as well as with specific instructions and definitions of any section to which he refers, in order to give correct interpretation to the data presented.

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exercise imagination and analytical skill. He must detect similarities, as well as differences, between himself and the industry group portrayed. This introduction, the text with the tables, and the definitions contained in the questionnaires (available on request from the AAP New York Office), will alert the analyst to most of the difficulties in this area.

METHODS OF GATHERING AND REPORTING DATA

The Survey adopted a flexible attitude regarding the extent of detail publishers were able to furnish about their sales and operating experience. While encouraging them to provide as much specific information as possible, it also urged them to supply at least totals or summaries whenever details were not available.

Consequently, in reporting data on varying levels of details, the following devices have been employed:

Tables reporting sales or operating ratios for categories of publication or types of book, contain vertical lead columns headed "All Sales" or "All Publishers", followed by columns devoted to "Hardbound", "Paperbound" or other categories. In such cases data that publishers have not broken down by category will appear in the "All Sales" or "All Publishers" column, **along with** the sum of the detailed figures in the remaining columns, while **only specific** data pertaining to the detailed categories will appear in the category column proper. As a result, the detail columns will **not add horizontally** to equal the amounts shown in the summary columns. In most cases, the summary column will show amounts **larger** than the total of the detailed columns. (A space break is inserted between the summary columns and the detail columns to emphasize this point).

Horizontal line entries, when representing breakdowns subsequently totaled, may be followed by a line designated **"Unspecified"**. This line represents that portion of the total data for which breakdowns have not been furnished by publishers. However, whenever percentages of totals are reported with lines giving breakdowns, these percentages are calculated assuming that the "Unspecified" amounts would break down in the same proportion to the total as the detail actually reported. Accordingly, no percentage relationship to the total is assigned to "Unspecified" entries. (In Section C, Mass Market Paperback, unspecified **data** are allocated in the same proportions as reported data and are **not** shown separately as "Unspecified").

In reporting **Operating Data in Sections A and B,** the principal income and expense areas are summarized in two **main tables** by: a. **category** or **type** of book published; and b. **size** of publisher. The main tables are followed by **detail tables** in which income and expense areas are analyzed by more specific breakdowns. (In **Sections F and** G the analysis is by **size** only).

It is important to remember that the **population of publishers reporting to the main operating table and to each of the detailed tables may not necessarily be the same.** In fact, for certain categories of income or expense, some publishers' data will appear only in the main table, while others' will appear in both, and certain others' only in the detail tables. (The last instance may involve publishers who, because they did not report Gross Sales and Returns but only Net Sales, could not be included in the main table, but who furnished income and cost details which could be related to their Net Sales and reported in the detail tables, or publishers who could report data for 1990 only, while the main table may have required both 1990 and 1989 data).

To provide full **perspective on the population** represented in each table, be it a main or detail table, the following information is normally furnished:

1. Number of Publishers Included
2. Net Sales of Publishers Included

Readers should not be misled, however, by a **superficial examination** of the **number** of publishers represented in, for example, a main table and a related detail table. Only if **both** the **Net Sales AND the number of reporting publishers** appear to match is it likely that the same population is represented. Similarities of number OR Net Sales should not be mistaken for identities!

In this connection, please note that the following populations are identical:

The publishers included in the **two main tables** (i.e. the **same** publishers' data are analyzed by category and size.

The publishers included in each group of two income or expense sub-tables (e.g. the editorial experience of the **same** publishers are analyzed by category and size.

Accordingly, the "All Publishers" vertical lead columns will be identical in each of the two main tables, the two editorial expense tables, the two marketing expense tables, etc. The remaining columns will change, however, in accordance with the nature of the analysis by category and size.

ESTIMATING BY PUBLISHERS

To restate their data in the common language of the definitions and to satisfy requests for detailed breakdowns, required that publishers estimate some of the information they supplied to this Survey. Not only were they encouraged to do so, but specific

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suggestions and instructions for formulating the most significant of these estimates were provided in the questionnaires.

OTHER TERMS AND DEVICES

Arithmetic Averages are supplied throughout this Report.

Ranges of two types are employed:

Full ranges (simply identified as "Range" in column headings) represent the lowest and highest data values reported by individual publishers.

Mid-ranges (an abbreviation in column headings for "Mid-50% Range" or, more technically, "Interquartile Range") represent the experiences of the middle 50% of the reporting group, i.e. those from the 26th to the 75th percentile on a scale that arranges the data values in order, from the lowest to the highest. By utilizing the "mid-range" rather than the full range, it is possible to report only the most representative experiences, eliminating the high and low extremes which, for a variety of reasons, may be uncharacteristic.

Except in instances where full range reporting is required to make the data meaningful, mid-ranges are utilized throughout this Report.

Dollar totals are calculated by accumulating individual items rounded to the nearest dollar (or to the nearest thousand in certain sales tables) and **do not** represent simple additions of the items in a column. (Because of the rounding practice, the last digits in a column may not add exactly when the items in that column are totalled arithmetically).

PREVENTING DISCLOSURE

Whenever specific information--either actual data, or citing the number of publishers reporting--could lead to disclosure of their individual activities, such information has been withheld and the fact noted in the text accompanying the tables.

DEFINITIONS OF THE DIVISIONS

The following listing indicates the sections in which various products should be reported. Definitions follow this listing:

Section A
- Adult Trade
- Juvenile Trade
- Religious
- Scholarly or Library Reprint

Section B
- Business
- Law
- Medical *
- Technical, Scientific and Other Professional

Section C
- Mass Market Paperbacks

Section D
- Consumer Book Clubs
- Professional Book Clubs
- Educational (for Student) Book Clubs
- Mail Order Publications

Section F
- Elhi Level (Grades K-12) Textbooks
- Audiovisual and other (K-12) Educational Materials

Section G
- College Level (Grades 13 & Up) Textbooks
- Audiovisual and other (Grades 13 & Up) Educational Materials

* Medical, nursing and other health sciences textbooks published by **medical** publishers should be reported in section B. All such textbooks published by **non-medical** publishers should be reported in section G (if College level) or in section F (if Elhi level).

INCLUSION OF PRODUCTS

In general, the program covers books and such other printed, non-print, and audiovisual materials as are part of the regular publishing activities of book, educational and professional publishers.

Periodicals of all kinds are excluded. Note, however, that books issued annually are to be considered books rather than periodicals.

Books should be distinguished from **pamphlets** by the following criteria:

All **hardcover** volumes, regardless of length are considered books.

All **juvenile** titles, hard or softcovered, regardless of length, are considered books, except coloring books.

Normally, a softbound publication of between 5 and 48 pages, exclusive of cover pages, is considered a **pamphlet.** However, even softbound volumes of 48 pages or less are to be considered books if their physical design is more that of a book than a pamphlet (such as a mass market paperback that is perfect bound rather than saddle stitched) and if they are part of a book series, and if they are generally recognized as books by the trade and the professions (such as text-related workbooks).

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For specific guidelines regarding the inclusion of materials, refer to the instructions on each questionnaire.

Trade Books: Books, both adult and juvenile, hardbound and paperbound, created predominantly (50% or more) for the general consumer and marketed primarily (50% or more) through trade channels, i.e. to bookstores and libraries either directly or through wholesalers and jobbers, should be reported in section A. Paperbound books primarily distributed through the mass market media, such as those published by mass market paperback publishers, should be reported in section C. Also to be included in section A are so-called "scholarly" or "library" reprints.

Increasingly, trade books, particularly paperbacks, are used in educational programs. They should **not** be classified as textbooks, however, if they are not created as such primarily, and if they contain no textbook apparatus (such as summaries and test questions).

Religious Books: are books whose content is predominantly of a religious nature: Bibles, Testaments, Hymnals, Prayerbooks, and other works of fiction and non-fiction, adult or juvenile, hardbound or paperbound, of specifically religious character.

Recent trends in the field of religion, as well as in religious publishing, make it increasingly difficult to distinguish between certain religious and trade books. For this reason Trade and Religious publishers are surveyed jointly and both are asked to report their data in section A. Books with only peripheral religious content, even though they appear under the imprint of a religious publisher, should be reported as trade rather than as religious books.

Not to be included in this report are Church and Sunday School materials, and pamphlets of less than 48 pages.

Business Books: Books addressed to businessmen, managers, accountants, and others in such professions.

Law Books: Books addressed to lawyers, paralegals and others in the legal community.

Medical Books: Books designed for the medical profession: physicians, dentists, hospital administrators, veterinarians, pharmacists, etc. Nursing textbooks, along with other medical and health science texts published by **medical** publishers should be included here and reported in section B. (All such textbooks published by **non-medical** publishers should be reported in section G, if college-level, or in section F, if Elhi-level).

Technical, Scientific, and Other Professional Books: Books on the physical, biological, earth and social sciences, and on technology, engineering and the trades, created primarily for the professional audience: practicing and research scientists, engineers, architects, technicians, mechanics and teachers in these and allied fields. Many of these materials are also used in educational settings, particularly on the senior college and graduate level. However, as they are not created primarily to be texts, they should be reported in section B.

Books for other professional disciplines, as education and library science should also be reported here.

Mass Market Paperbacks: Softbound works of adult or juvenile fiction and non-fiction distributed predominantly (50% or more) directly or through wholesalers, to mass market outlets: newsstands, drug stores, chain stores, supermarkets, etc. Report in section C.

Book Club and Mail Order Publications: Includes data on book clubs serving both consumer and professional audiences, general as well as specialized. Should include only data pertaining to book club sales and operations--not sales to book clubs by publishers, for example. Also included here are books created and published primarily (50% or more) for delivery by mail directly to the general consumer. DO NOT INCLUDE SALES BY DIRECT MAIL OF TRADE BOOKS OR PROFESSIONAL BOOKS (c.f. definitions) which should be shown in sections A and B respectively. INCLUDE ONLY DATA ON BOOKS PUBLISHED PRIMARILY FOR MAIL ORDER DISTRIBUTION TO THE GENERAL CONSUMER MARKET. Report in section D.

Textbooks: whether college or elhi, are books created and marketed primarily (50% or more) for classroom adoption and for use in formal educational settings. They contain textbook apparatus, such as summaries and test questions, and, unlike Trade and Professional Books, are not normally marketed to the general juvenile or adult consumer. These, as well as other fundamentally instructional materials, such as programmed books, workbooks, and audiovisual educational materials, should be reported in section F (Elhi--Grades K-12) and section G (College--Grades 13 & up). Excepted are Medical, Nursing, and other Health Sciences textbooks published by **medical** publishers, which should be reported in section B. (All such textbooks published by **non-medical** publishers should be reported in sections F or G).

TABLE S1 - ESTIMATED BOOK PUBLISHING INDUSTRY SALES 1982, 1985, 1988-1990

MILLIONS OF DOLLARS

	1982	1985	1988	1989		1990		COMPOUND GROWTH RATE-%		
	$	$	$	$	PCT CHG FROM 88	$	PCT CHG FROM 89	1982-1990	1985-1990	1988-1990
TRADE (TOTAL)	1513.0	2210.9	3036.4	3623.5	19.3	3892.8	7.4	12.5	12.0	13.2
ADULT HARDBOUND	770.8	1113.0	1433.0	1745.4	21.8	1808.2	3.6	11.2	10.2	12.3
ADULT PAPERBOUND	458.2	622.3	852.2	976.6	14.6	1063.5	8.9	11.1	11.3	11.7
JUVENILE HARDBOUND	206.9	358.7	558.4	665.1	19.1	761.5	14.5	17.7	16.2	16.8
JUVENILE PAPERBOUND	77.1	116.9	192.8	236.4	22.6	259.6	9.8	16.4	17.3	16.0
RELIGIOUS (TOTAL)	425.5	536.7	675.9	737.1	9.1	788.0	6.9	8.0	8.0	8.0
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	149.1	156.3	185.9	201.0	8.1	229.9	14.4	5.6	8.0	11.2
OTHER RELIGIOUS	276.4	380.4	490.0	536.1	9.4	558.1	4.1	9.2	8.0	6.7
PROFESSIONAL (TOTAL)	1536.4	1928.0	2411.9	2592.8	7.5	2765.9	6.7	7.6	7.5	7.1
BUSINESS	224.2	321.3	446.0	481.7	8.0	527.9	9.6	11.3	10.4	8.8
LAW	560.9	685.8	833.0	883.0	6.0	947.5	7.3	6.8	6.7	6.7
MEDICAL	287.2	363.6	445.9	490.5	10.0	526.3	7.3	7.9	7.7	8.6
TECHNICAL, SCIENTIFIC & OTHER PROF'L	464.1	557.3	687.0	737.6	7.4	764.2	3.6	6.4	6.5	5.5
BOOK CLUBS	522.9	598.0	690.2	704.0	2.0	725.1	3.0	4.2	3.9	2.5
MAIL ORDER PUBLICATIONS	568.6	629.6	697.7	796.8	14.2	731.4	-8.2	3.2	3.0	2.4
MASS MARKET PAPERBACK RACK-SIZED	703.4	803.7	1006.9	1094.5	8.7	1148.6	4.9	6.3	7.4	6.8
UNIVERSITY PRESSES	125.4	146.8	198.1	227.0	14.6	245.8	8.3	8.8	10.9	11.4
ELEMENTARY & SECONDARY TEXT	1108.2	1472.9	1783.8	1983.6	11.2	2025.8	2.1	7.8	6.6	6.6
COLLEGE TEXT	1206.1	1358.4	1716.8	1842.1	7.3	1991.3	8.1	6.5	7.9	7.7
STANDARDIZED TESTS	70.4	90.6	111.4	119.4	7.2	127.6	6.9	7.7	7.1	7.0
SUBSCRIPTION REFERENCE	306.9	390.2	473.9	509.4	7.5	540.5	6.1	7.3	6.7	6.8
AV & OTHER MEDIA (TOTAL)	148.0	199.5	207.9	223.7	7.6	237.2	6.0	6.1	3.5	6.8
ELHI	130.1	173.9	166.7	178.6	7.1	186.1	4.2	4.6	1.4	5.7
COLLEGE	7.9	9.9	15.0	17.4	16.0	20.0	14.9	12.3	15.1	15.5
OTHER	10.0	15.7	26.2	27.7	5.7	31.1	12.3	15.2	14.6	9.0
OTHER SALES	162.1	187.8	218.2	211.3	-3.2	217.6	3.0	3.7	3.0	-0.1
TOTAL	8396.9	10553.1	13229.1	14665.2	10.9	15437.6	5.3	7.9	7.9	8.0

The industry estimates shown in Table S1 are based on the U.S. Census of Manufactures. This Census is conducted every fifth year. Between censuses, the AAP estimates are "pushed forward" by the percentage changes that are reported to the AAP statistics program, and by other industry data that are available. Some AAP data are collected in a monthly statistics program, and that body of information is comingled with the annual statistics data in developing these industry estimates.

For additional data, methodology notes, and further listing and comparisons of the years 1982-1989, the reader is referred to the AAP 1988 and 1989 Annual Statistics, available through the AAP New York office. The 1988 volume included industry estimates for all years from 1982 through 1988.

Readers comparing the estimated data with Census reports should be aware that the U.S. Census of Manufactures does not include data on most university presses nor on other institutionally sponsored

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and not-for-profit publishing activities, nor (under SIC 2731: Book Publishing) for the audiovisual and other media materials which are included in this table. On the other hand, AAP estimates have traditionally excluded Sunday School Materials, and certain pamphlets which are incorporated in the Census data. These and other adjustments have been built into our industry estimates.

As in prior reports, the estimates reflect the impact of industry expansion created by new establishments entering the field, as well as non-traditional forms of book publishing, in addition to incorporating the sales increases and decreases of established firms.

It should also be noted that the "Other Sales" category in Table S1 includes only incidental book sales, such as music, sheet sales (both domestic and export, except those to prebinders), and miscellaneous merchandise sales.

The estimates are of U.S. product and include domestic sales and export sales, but they do not cover indigenous activities of publishers' foreign subsidiaries.

Non-rack-size Mass Market Publishing is included in Trade-Paperbound. Prior to the AAP Industry Statistics 1988 this was indicated as "Adult Trade Paperbound". We recognize that part of these sales are "Juvenile" (1987 estimate 20%), and adjustments have been made to all years in this respect. We also note that this area includes sales through traditional "mass market paperback channels" by publishers not generally recognized as being "mass market paperback".

Annually, the Higher Education Division of AAP requests the Statistical Service Center to conduct an independent survey of college publishers. For 1989, this survey of 45 college publishers, which in the opinion of the AAP Higher Education Division Statistics Committee represent the majority of known college publishers, reported sales of $1413.8 million. The results of this year's 1990 survey, and a list of the participants, will be included in a later distribution of these 1990 AAP Industry Statistics as Table G1.

TABLE I1 - NET SALES BY GEOGRAPHICAL LOCATION 1990

THOUSANDS OF DOLLARS - AS REPORTED BY 93 PUBLISHERS

	ALL PUBLISHERS		TRADE AND RELIGIOUS		PROFESSIONAL	
	$	PCT. OF TOTAL	$	PCT. OF TOTAL	$	PCT. OF TOTAL
UNITED STATES	6095220	93.7	1702370	94.9	513165	84.6
CANADA	158682	2.4	42423	2.4	22449	3.7
FOREIGN (TOTAL)	251824	3.9	49157	2.7	71252	11.7
AUSTRALIA/NEW ZEALAND	13541	0.4	4113	0.5	2950	0.6
JAPAN	11437	0.3	3524	0.4	5786	1.1
OTHER ASIA	24175	0.6	3666	0.4	8296	1.6
UNITED KINGDOM	40836	1.1	5350	0.6	27507	5.4
CONTINENTAL EUROPE	18248	0.5	3359	0.4	9022	1.8
AFRICA	2157	0.1	408	0.0	441	0.1
MIDDLE EAST	3278	0.1	364	0.0	2147	0.4
CARIBBEAN	10388	0.3	763	0.1	428	0.1
LATIN AMERICA	17523	0.5	982	0.1	2803	0.5
MILITARY	7920	0.2	1793	0.2	295	0.1
UNSPECIFIED	102317		24834		11575	
TOTAL SALES	6505725	100.0	1793949	100.0	606866	100.0

	COLLEGE		ELHI		MASS MARKET	
	$	PCT. OF TOTAL	$	PCT. OF TOTAL	$	PCT. OF TOTAL
UNITED STATES	1202843	93.5	1688328	96.6	988514	92.4
CANADA	31802	2.5	2810	0.2	59198	5.5
FOREIGN (TOTAL)	52157	4.1	57115	3.3	22143	2.1
AUSTRALIA/NEW ZEALAND	2824	0.7	444	0.0	3210	0.4
JAPAN	1013	0.2	273	0.0	841	0.1
OTHER ASIA	3321	0.8	5596	0.6	3296	0.4
UNITED KINGDOM	5485	1.3	1646	0.2	848	0.1
CONTINENTAL EUROPE	651	0.2	2291	0.2	2925	0.4
AFRICA	119	0.0	402	0.0	787	0.1
MIDDLE EAST	84	0.0	394	0.0	289	0.0
CARIBBEAN	1760	0.4	6276	0.6	1161	0.2
LATIN AMERICA	1243	0.3	11463	1.2	1032	0.1
MILITARY	942	0.2	3395	0.3	1495	0.2
UNSPECIFIED	34715		24934		6259	
TOTAL SALES	1286802	100.0	1748253	100.0	1069855	100.0

Table I1 details the international sales of survey participants who were able to supply this information. The "All Publishers" column is simply an aggregation of reported sales--it is not weighted by type of publisher. Based on **Table S1**, this table represents 51.6% of the book publishing industry dollar sales for the included publishing segments.

SECTION A - TRADE AND RELIGIOUS BOOK PUBLISHERS AND DIVISIONS

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM A (available on request from the AAP New York Office) to insure the correct interpretation of this report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION should be reviewed for a full understanding of the tables and text.

SALES DATA

Table A1 presents sales comparisons between 1990 and 1989 based on data furnished by 48 participating trade and religious publishers. This includes data gathered in this Survey and from the AAP Monthly Sales Report Programs.

Trade and religious book publishers reported 1990 net sales of $1810.7 million to the AAP Statistics Programs. Based on the industry estimates shown in **Table S1** (Trade: $3892.8 million; Religious: $788.0 million), the reported sales represent 38.7% of the total trade and religious book sales of our industry.

Table A2 provides reported sales data by type of book for 1990 and 1989 in both dollars and units.

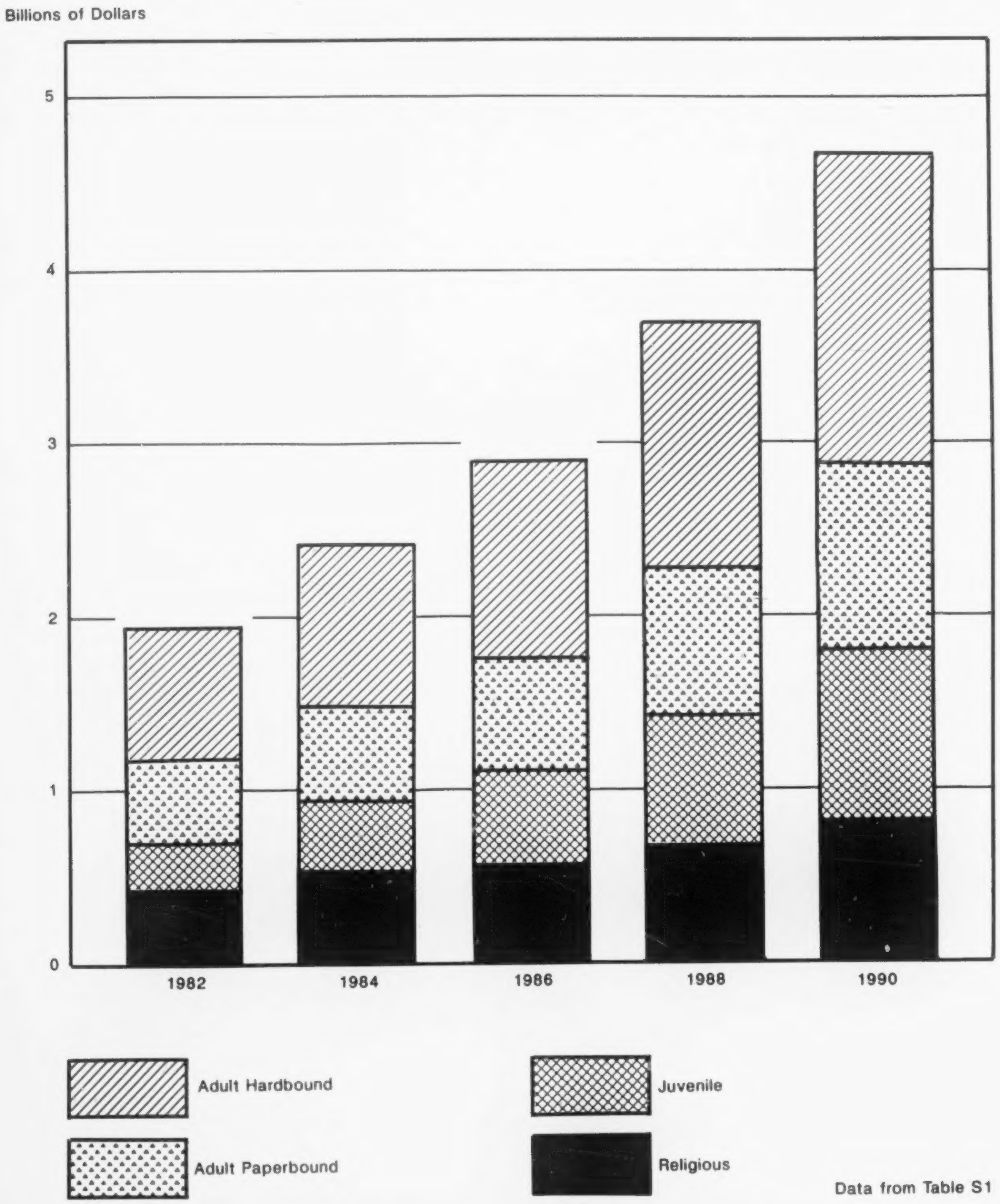
TABLE A1 - ACTUAL AND ESTIMATED TRADE AND RELIGIOUS BOOK SALES

MILLIONS OF DOLLARS -- AS REPORTED BY 48 PUBLISHERS
WITH ESTIMATES OF TOTAL INDUSTRY TRADE BOOK SALES

	1990		1989		PERCENT CHANGE	
	ACTUAL REPORTS	EST. TOTAL	ACTUAL REPORTS	EST. TOTAL	ACTUAL REPORTS	EST. TOTAL
GROSS SALES	2283.5	5912.8	2081.2	5355.6	9.7	10.4
RETURNS	472.8	1232.0	381.8	995.0	23.8	23.8
NET SALES	1810.7	4680.8	1699.4	4360.6	6.5	7.3

	1990			1989		
	ACTUAL REPORTED		ESTIMATED	ACTUAL REPORTED		ESTIMATED
	AVERAGE	MID-RANGE	AVERAGE	AVERAGE	MID-RANGE	AVERAGE
PERCENT RETURNS TO GROSS	20.7	5.4 TO 22.5	20.8	19.3	5.5 TO 21.5	18.6

FIGURE A1 - ESTIMATED TRADE AND RELIGIOUS BOOKS NET SALES 1982, 1984, 1986, 1988, 1990



Data from Table S1

TABLE A2 - TRADE BOOK SALES BY TYPE OF BOOK

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 33 PUBLISHERS

	GROSS SALES									
	1990		1989		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
ADULT HARDBOUND	821941	90119	765071	94226	7.4	-4.4				
ADULT PAPERBOUND	425714	89954	376352	86797	13.1	3.6				
JUVENILE HARDBOUND	335337	98325	291209	78300	15.2	25.6				
JUVENILE PAPERBOUND	93568	64470	93909	57951	-0.4	11.2				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	62550	8778	46885	6159	33.4	42.5				
OTHER RELIGIOUS	74732	17747	73587	17124	1.6	3.6				
OTHER	127863	72632	118374	69379	8.0	4.7				
TOTAL	1941705	442025	1765387	409936	10.0	7.8				

	RETURNS									
	1990		1989		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
ADULT HARDBOUND	241514	23053	184111	20241	31.2	13.9				
ADULT PAPERBOUND	85502	16957	74198	15950	15.2	6.3				
JUVENILE HARDBOUND	37625	10706	29692	6145	26.7	74.2				
JUVENILE PAPERBOUND	11108	6543	12571	5108	-11.6	28.1				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	4626	764	1878	189	146.3	304.2				
OTHER RELIGIOUS	7480	1455	8540	1951	-12.4	-25.4				
OTHER	25682	4532	15173	2767	69.3	63.8				
TOTAL	413537	64010	326163	52351	26.8	22.3				

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TABLE A2 - TRADE BOOK SALES BY TYPE OF BOOK

Continued from page A-3

	NET SALES						YOUR DATA			
	1990		1989		PERCENT CHANGE					
	$	UNITS	$	UNITS	$	UNITS				
ADULT HARDBOUND	580427	67066	580960	73985	-0.1	-9.4				
ADULT PAPERBOUND	340212	72997	302154	70847	12.6	3.0				
JUVENILE HARDBOUND	297712	87619	261517	72155	13.8	21.4				
JUVENILE PAPERBOUND	82460	57927	81338	52843	1.4	9.6				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	57924	8014	45007	5970	28.7	34.2				
OTHER RELIGIOUS	67252	16292	65047	15173	3.4	7.4				
OTHER	102181	68100	103201	66612	-1.0	2.2				
TOTAL	1528168	378015	1439224	357585	6.2	5.7				

	1990 PERCENT RETURNS TO GROSS				YOUR DATA			
	DOLLARS		UNITS					
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE				
ADULT HARDBOUND	29.4	16.5 TO 39.2	25.6	16.1 TO 39.3				
ADULT PAPERBOUND	20.1	5.5 TO 19.7	18.9	10.5 TO 19.5				
JUVENILE HARDBOUND	11.2	9.7 TO 14.6	10.9	8.6 TO 12.7				
JUVENILE PAPERBOUND	11.9	9.1 TO 12.2	10.1	6.7 TO 10.4				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	7.4	2.8 TO 8.8	8.7	1.8 TO 11.1				
OTHER RELIGIOUS	10.0	6.3 TO 11.6	8.2	6.8 TO 9.8				
OTHER	20.1	5.7 TO 27.5	6.2	6.3 TO 24.7				
TOTAL	21.3	5.7 TO 22.8	14.5	6.7 TO 18.7				

Continued on page A-5

TABLE A2 - TRADE BOOK SALES BY TYPE OF BOOK

Continued from page A-4

	1989 PERCENT RETURNS TO GROSS							
	DOLLARS		UNITS		YOUR DATA			
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE				
ADULT HARDBOUND	24.1	15.4 TO 35.6	21.5	15.1 TO 32.3				
ADULT PAPERBOUND	19.7	6.8 TO 18.4	18.4	11.4 TO 22.5				
JUVENILE HARDBOUND	10.2	7.7 TO 17.3	7.8	7.5 TO 12.7				
JUVENILE PAPERBOUND	13.4	5.4 TO 16.1	8.8	4.7 TO 17.3				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	4.0	2.8 TO 5.1	3.1	1.8 TO 5.1				
OTHER RELIGIOUS	11.6	7.3 TO 11.9	11.4	6.6 TO 14.0				
OTHER	12.8	5.6 TO 52.6	4.0	4.3 TO 19.2				
TOTAL	18.5	6.1 TO 22.1	12.8	5.4 TO 20.2				

	DOLLARS PER UNIT NET SALES							
	1990		1989		YOUR DATA			
	$-AVG	$-RANGE-AVG	$-AVG	$-RANGE-AVG				
ADULT HARDBOUND	8.65	3.33 TO 41.00	7.85	2.90 TO 36.50				
ADULT PAPERBOUND	4.66	1.03 TO 24.65	4.26	0.91 TO 24.44				
JUVENILE HARDBOUND	3.40	1.57 TO 9.65	3.62	1.69 TO 9.25				
JUVENILE PAPERBOUND	1.42	0.67 TO 6.46	1.54	0.64 TO 4.65				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	7.23	3.07 TO 20.68	7.54	3.22 TO 19.33				
OTHER RELIGIOUS	4.13	1.41 TO 9.82	4.29	1.76 TO 9.19				
OTHER	1.50		1.55					
TOTAL	4.04	1.24 TO 46.33	4.02	1.21 TO 41.37				

Note that the ranges for dollars per unit net sales in **Table A2** are **ranges of averages** reported by participating publishers.

TABLE A3 - DOMESTIC NET TRADE BOOK SALES BY TYPE OF CUSTOMER

THOUSANDS OF DOLLARS - AS REPORTED BY 35 PUBLISHERS

	ALL SALES		ADULT HARDBOUND		ADULT PAPERBOUND		YOUR DATA			
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL				
BOOKSTORES (TOTAL)	686030	44.6	220639	37.7	142261	49.6				
GENERAL	371093	33.9	155006	36.7	96132	46.9				
COLLEGE	7013	0.6	2355	0.6	3336	1.6				
RELIGIOUS	109536	10.0	1489	0.4	895	0.4				
PAPERBACK	1117	0.1	0	0.0	1117	0.5				
UNSPECIFIED	197271		61789		40781					
OTHER RETAIL OUTLETS	3843	0.2	1086	0.2	2556	0.9				
WHOLESALERS	607718	39.5	268010	45.7	111478	38.8				
PREBINDERS	365	0.0	0	0.0	0	0.0				
LIBRARIES & INSTITUTIONS (TOTAL)	100282	6.5	9799	1.7	8853	3.1				
PUBLIC LIBRARIES	21087	2.0	3417	0.9	1559	0.7				
COLLEGES & UNIVS.	15478	1.5	1242	0.3	3322	1.5				
SCHOOLS	12276	1.2	385	0.1	382	0.2				
OTHER	19553	1.9	1487	0.4	1741	0.8				
UNSPECIFIED	31888		3268		1849					
MASS MARKET OUTLETS	23425	1.5	21869	3.7	-228	-0.1				
REMAINDER SALES	8495	0.6	5805	1.0	1032	0.4				
SPECIAL SALES	56681	3.7	18376	3.1	15337	5.3				
DIRECT TO CONSUMER	50217	3.3	40378	6.9	5665	2.0				
TOTAL	1537268	100.0	585962	100.0	287074	100.0				

Continued on page A-7

TABLE A3 - DOMESTIC NET TRADE BOOK SALES BY TYPE OF CUSTOMER

Continued from page A-6

	JUVENILE HARDBOUND		JUVENILE PAPERBOUND		RELIGIOUS		YOUR DATA			
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL				
BOOKSTORES (TOTAL)	114404	42.5	39003	60.3	111047	78.5				
GENERAL	66992	42.3			524	0.4				
COLLEGE	53	0.0			800	0.6				
RELIGIOUS	180	0.1			104172	77.5				
PAPERBACK	0	0.0			0	0.0				
UNSPECIFIED	47179				5551					
OTHER RETAIL OUTLETS	0	0.0	0	0.0	120	0.1				
WHOLESALERS	115162	42.7	23256	36.0	18662	13.2				
PREBINDERS	365	0.1	0	0.0	0	0.0				
LIBRARIES & INSTITUTIONS (TOTAL)	27047	10.0	506	0.8	3408	2.4				
PUBLIC LIBRARIES										
COLLEGES & UNIVS.										
SCHOOLS										
OTHER										
UNSPECIFIED										
MASS MARKET OUTLETS	1900	0.7	-346	-0.5	224	0.2				
REMAINDER SALES	791	0.3	102	0.2	302	0.2				
SPECIAL SALES	9635	3.6	1986	3.1	5357	3.8				
DIRECT TO CONSUMER	121	0.0	140	0.2	2357	1.7				
TOTAL	269425	100.0	64647	100.0	141477	100.0				

In **Table A3,** as in other succeeding tables the data appearing in the column headed "All Sales" does **not** represent a total of the items shown horizontally in the remaining columns. Some reporting publishers have provided breakdowns of sales by product, summarized in the detail columns, others have not. However, all sales reported, whether detailed in other columns or not, are included in the "All Sales" column.

The "percentage of total" shown represents the portion of sales in a product category marketed to the customer type listed in the stub.

Note: Portions of the detail for this table have been suppressed as sufficient specific data were not reported.

TABLE A4 - NET TRADE BOOK SALES BY GEOGRAPHICAL LOCATION

THOUSANDS OF DOLLARS - AS REPORTED BY 38 PUBLISHERS

	ALL SALES		ADULT HARDBOUND		ADULT PAPERBOUND		YOUR DATA			
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL				
UNITED STATES	1702370	94.9	634465	94.8	304044	94.5				
CANADA	42423	2.4	18736	2.8	5395	1.7				
FOREIGN (TOTAL)	49157	2.7	16221	2.4	12238	3.8				
AUSTRALIA & N.ZEALAND	4113	0.5	1551	0.4						
JAPAN	3524	0.4	2036	0.5						
OTHER ASIA	3666	0.4	1979	0.5						
UNITED KINGDOM	5350	0.6	1672	0.4						
CONTINENTAL EUROPE	3359	0.4	1245	0.3						
AFRICA	408	0.0	146	0.0						
MIDDLE EAST	364	0.0	147	0.0						
CARIBBEAN	763	0.1	358	0.1						
LATIN AMERICA	982	0.1	555	0.1						
MILITARY	1793	0.2	770	0.2						
UNSPECIFIED	24834		5761							
TOTAL	1793949	100.0	669421	100.0	321677	100.0				

	JUVENILE HARDBOUND		JUVENILE PAPERBOUND		RELIGIOUS		YOUR DATA			
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL				
UNITED STATES	293323	96.1	74178	96.2	141916	95.8				
CANADA	6255	2.0	1723	2.2	1696	1.1				
FOREIGN (TOTAL)	5738	1.9	1204	1.6	4474	3.0				
AUSTRALIA & N.ZEALAND	625	0.3								
JAPAN	722	0.3								
OTHER ASIA	790	0.4								
UNITED KINGDOM	548	0.3								
CONTINENTAL EUROPE	524	0.2								
AFRICA	43	0.0								
MIDDLE EAST	55	0.0								
CARIBBEAN	165	0.1								
LATIN AMERICA	230	0.1								
MILITARY	399	0.2								
UNSPECIFIED	1637									
TOTAL	305316	100.0	77105	100.0	148086	100.0				

Note: Portions of the detail for this table have been suppressed as sufficient specific data were not reported.

TABLE A5 - OPERATING DATA OF TRADE BOOK PUBLISHERS-BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS

	ALL PUBLISHERS			YOUR DATA			
	$	PERCENT OF NET SALES					
		%	MID-RANGE				
GROSS SALES	1662292	126.7	106.4 TO 130.0				
RETURNS AND ALLOWANCES	350418	26.7	6.4 TO 30.0				
NET SALES	1311873	100.0	100.0 TO 100.0				
COST OF SALES							
MANUFACTURING	504723	38.9	34.4 TO 47.0				
ROYALTIES	228213	17.6	7.8 TO 19.6				
UNSPECIFIED	8680						
TOTAL COST OF SALES	741615	56.5	48.6 TO 59.7				
GROSS MARGIN ON SALES	570258	43.5	40.3 TO 51.4				
OTHER INCOME	73293	5.6	1.7 TO 7.7				
OPERATING EXPENSE							
EDITORIAL	61692	4.8	3.5 TO 7.2				
PRODUCTION	18712	1.5	1.5 TO 2.6				
MARKETING	193198	15.0	13.6 TO 18.8				
FULFILLMENT	114604	8.9	5.8 TO 12.2				
GENERAL & ADMIN.	118567	9.2	8.5 TO 13.4				
UNSPECIFIED	8617						
TOTAL OPERATING EXPENSE	515390	39.3	37.5 TO 48.8				
INCOME FROM OPERATIONS*	128161	9.8	-1.7 TO 17.2				

* Operating expenses as reported above do not include certain corporate charges. Examples of items which may not be reported are corporate staff compensation, legal and accounting fees, interest costs, and other charges which are not directly applicable to a particular business segment. As a result, income from operations as expressed above does not reflect actual pre-tax operating margins.

Continued on page A-10

OPERATING DATA

Operating data of Trade and Religious Publishers are reported in two sections. The first section, **Tables A5 through A14,** provides some breakdown by type of book; the second section, **Tables A15 through A24,** analyzes the data by size of publisher.

Tables A5 and A15 are summary tables, offering composite income statements of the reporting publishers. The remaining tables detail specific expense areas.

Publishers, while asked to provide sales data on a calendar year basis, were given the option to furnish operating information on a fiscal year basis. 6 publishers exercised this fiscal year option. The months terminating their reporting year are listed below, together with the number of publishers for each period:

March - 2
April - 1
September - 2
October - 1

In **Tables A5 through A14,** the column headed "All Publishers" does **not** represent a total of the items shown horizontally in the remaining columns. Some reporting publishers have provided breakdowns of operating data by product line, summarized in the detail columns, while others have not. However, all data reported, whether detailed in other columns or not, are included in the "All Publishers" column.

TABLE A5 - OPERATING DATA OF TRADE BOOK PUBLISHERS-BY TYPE OF BOOK

Continued from page A-9

	ADULT HARDBOUND			ADULT PAPERBOUND		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		%	MID-RANGE		%	MID-RANGE
GROSS SALES	577701	141.1	122.1 TO 163.4	288534	122.9	115.6 TO 126.5
RETURNS AND ALLOWANCES	168285	41.1	22.1 TO 63.4	53849	22.9	15.6 TO 26.5
NET SALES	409416	100.0	100.0 TO 100.0	234685	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	150626	38.1	34.0 TO 46.6	85191	36.3	32.1 TO 39.7
ROYALTIES	88158	22.3	15.1 TO 29.0	44794	19.1	8.9 TO 20.2
UNSPECIFIED	8680			0		
TOTAL COST OF SALES	247463	60.4	48.7 TO 71.0	129985	55.4	49.5 TO 58.0
GROSS MARGIN ON SALES	161953	39.6	29.0 TO 51.3	104700	44.6	42.0 TO 50.5
OTHER INCOME	34922	8.5	6.5 TO 14.9	7980	3.4	0.2 TO 7.5
OPERATING EXPENSE						
EDITORIAL	26329	6.7	3.5 TO 9.8	10852	4.6	2.3 TO 7.3
PRODUCTION	7639	2.0	1.5 TO 2.6	3432	1.5	0.9 TO 2.5
MARKETING	72241	18.5	15.6 TO 28.0	30588	13.0	10.2 TO 16.0
FULFILLMENT	36237	9.3	7.0 TO 12.3	21379	9.1	6.3 TO 12.0
GENERAL & ADMIN.	36888	9.4	8.3 TO 12.3	19674	8.4	7.9 TO 9.9
UNSPECIFIED	8617			0		
TOTAL OPERATING EXPENSE	187951	45.9	42.1 TO 58.8	85925	36.6	34.9 TO 43.2
INCOME FROM OPERATIONS*	8923	2.2	-26.6 TO 27.6	26756	11.4	7.3 TO 16.5

	JUVENILE			RELIGIOUS		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		%	MID-RANGE		%	MID-RANGE
GROSS SALES	356468	114.1	112.2 TO 115.8	115416	109.7	105.3 TO 109.7
RETURNS AND ALLOWANCES	43986	14.1	12.2 TO 15.8	10158	9.7	5.3 TO 9.7
NET SALES	312482	100.0	100.0 TO 100.0	105257	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	127229	40.7	31.8 TO 45.5	42376	40.3	35.5 TO 46.8
ROYALTIES	42150	13.5	11.5 TO 15.8	15676	14.9	5.4 TO 15.9
UNSPECIFIED	0			0		
TOTAL COST OF SALES	169379	54.2	45.4 TO 59.8	58052	55.2	48.1 TO 55.7
GROSS MARGIN ON SALES	143103	45.8	40.2 TO 54.6	47205	44.8	44.3 TO 51.9
OTHER INCOME	17536	5.6	2.1 TO 6.0	1352	1.3	1.0 TO 1.3
OPERATING EXPENSE						
EDITORIAL	10182	3.3	2.2 TO 4.3	1432	1.4	1.0 TO 6.9
PRODUCTION	3231	1.0	0.4 TO 2.1	608	0.6	0.5 TO 2.4
MARKETING	39092	12.5	9.5 TO 14.8	17841	16.9	12.8 TO 22.0
FULFILLMENT	29698	9.5	7.5 TO 11.1	6864	6.5	4.3 TO 12.0
GENERAL & ADMIN.	25394	8.1	6.3 TO 10.6	10236	9.7	7.6 TO 13.7
UNSPECIFIED	0			0		
TOTAL OPERATING EXPENSE	107597	34.4	28.6 TO 38.7	36981	35.1	27.9 TO 54.4
INCOME FROM OPERATIONS*	53042	17.0	14.2 TO 17.3	11576	11.0	-2.8 TO 23.1

TABLE A6 - MANUFACTURING EXPENSE-BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 16 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,220,507,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
BEGINNING INVENTORY	276828	22.7	71931	19.9	46650	20.7	72376	26.0	27119	25.8
PURCHASES (TOTAL)	509829	41.8	146944	40.7	81147	35.9	127823	46.0	37796	35.9
PLANT COSTS	37351	4.6	14737	5.9	5172	4.5	5432	3.2	806	3.2
PAPER, PRINTING & BINDING	304215	37.2	86700	34.8	35597	31.4	71597	42.8	8110	32.7
UNSPECIFIED	168263		45507		40378		50794		28879	
COST OF FREE BOOKS	9644	0.8	3101	0.9	1775	0.8	2256	0.8	882	0.8
WRITE DOWNS	55612	4.6	17065	4.7	11381	5.0	9375	3.4	1262	1.2
ENDING INVENTORY AFTER WRITE DOWNS	295284	24.2	74534	20.6	44506	19.7	81642	29.4	21648	20.6
TOTAL MANUFACTURING EXP.	481729	39.5	141241	39.1	81516	36.1	116300	41.8	42385	40.3

The composite manufacturing cost figure in **Table A6** includes data that reflect varying treatments of plant costs. Since a levelling effect takes place when the data are consolidated, the possibility of distortion is minimized. Nevertheless, a publisher who compares his own data with those in the survey should bear in mind that the inventory and purchase figures shown represent a mix that includes plant costs being written off, plant costs being amortized, and plant costs that have been inventoried.

To place the survey data in perspective, the practices of **some** of the participating publishers are shown below:

Written off as incurred - 1
Written off on publication - 5
Written into inventory - 3
Written off during year of publication - 2

Amortized over 2 years - 1
Amortized over 3 years - 1
Amortized over 5 years - 3

Plant costs expensed as incurred, those over $100,000 are capitalized - 1

Various treatments (as above) depending on dollar amount and division - 1

TABLE A7 - ROYALTY EXPENSE-BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 18 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,236,685,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES PAID	176267	14.3	63304	16.8	32245	14.2	35257	12.7	15295	14.5
FEES IN LIEU OF ROYALTIES	172	0.0	16	0.0	144	0.1	13	0.0	0	0.0
ADVANCES WRITTEN OFF	37600	3.0	18592	4.9	9169	4.0	2190	0.8	381	0.4
TOTAL ROYALTIES	214039	17.3	81912	21.7	41558	18.3	37459	13.5	15676	14.9

In **Table A7** in addition to providing operating data on royalties, publishers were asked to report the level of royalty advances carried on their balance sheets at reporting year end. A total of 16 publishers with combined net sales of $1279.8 million responded, reporting a total aggregate advance of $293.4 million (22.9% of net sales). 8 publishers with **adult hardbound** net sales of $383.6 million reported advances of $187.5 million (48.9% of net sales); 7 publishers with **adult paperbound** net sales of $235.8 million reported advances of $32.2 million (13.7% of net sales); 6 publishers with **juvenile** net sales of $312.0 million reported advances of $27.0 million (8.7% of net sales), and 3 **religious** book publishers with net sales of $98.3 million reported royalty advances of $4.8 million (4.8% of net sales).

TABLE A8 - OTHER PUBLISHING INCOME-BY TYPE OF BOOK

THOUSANDS OF DOLLARS

	4 PUBLISHERS WITH NET SALES OF $583,592,000						2 PUBLISHERS WITH NET SALES -- $62,175,000	
	TOTAL INCOME		AUTHORS' SHARE		PUBL. SHARE		PUBL. SH. ONLY	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SUBSIDIARY RIGHTS (TOTL)	62034	10.6	36500	6.3	25535	4.4	9183	4.5
REPRINT - HARDBOUND	4677	0.8	2634	0.5	2043	0.4	20	0.1
REPRINT - PAPERBOUND	18303	3.1	9553	1.6	8750	1.5	3825	1.9
BOOK CLUB	21006	3.6	12763	2.2	8243	1.4	2492	1.2
PERMISSIONS	1372	0.2	709	0.1	663	0.1	591	0.3
FOREIGN & TRANSLATION	8063	1.4	5668	1.0	2395	0.4	405	0.2
SERIAL, DIGEST & SYNDICATION	1300	0.2	916	0.2	385	0.1	16	0.1
OTHER	7313	1.3	4256	0.7	3056	0.5	1834	0.9
GENERAL	9610	1.6	127	0.0	9483	1.6	6140	3.0
TOTAL OTHER INCOME	71644	12.3	36626	6.3	35018	6.0	15323	7.6

6 PUBLISHERS WITH NET SALES OF $966,164,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SUBSIDIARY RIGHTS (TOTL)	76116	7.9	41946	12.6	8854	4.6	24006	8.9		
REPRINT - HARDBOUND	6689	0.7	5381	1.6	84	0.0	1155	0.4		
REPRINT - PAPERBOUND	20793	2.2	14962	4.5	3474	1.8	2334	0.9		
BOOK CLUB	24305	2.5	10673	3.2	3028	1.6	10523	3.9		
PERMISSIONS	2547	0.3	1224	0.4	267	0.1	1034	0.4		
FOREIGN & TRANSLATION	9254	1.0	6180	1.9	1357	0.7	1590	0.6		
SERIAL, DIGEST & SYNDICATION	1376	0.1	1095	0.3	212	0.1	55	0.0		
OTHER	11152	1.2	2431	0.7	431	0.2	7314	2.7		
GENERAL	12897	1.3	7851	2.4	2751	1.4	2575	1.0		
TOTAL OTHER PUBL. INCOME	89013	9.2	49797	15.0	11605	6.1	26581	9.8		
AUTHORS' SHARE	36626	3.8	20371	6.1	5053	2.6	11136	4.1		
PUBLISHER'S SHARE	52336	5.4	29426	8.9	6553	3.4	15445	5.7		

In **Table A8**, publishers are asked to report all subsidiary income and to show authors' shares and publishers' shares separately. As some respondents are unable to comply with some details of this request, data are reported here in two ways: in the upper section, data are summarized **by type of income** for 4 publishers who are able to separate authors' shares from their own, as well as (in the right-hand panel), for 2 other publishers who are able to report only their own shares. In the lower section, data are summarized **by type of book** for 6 publishers reporting both authors' shares and their own.

Data for Religious Book Publishers have been suppressed to prevent disclosure.

TABLE A9 - EDITORIAL EXPENSE-BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 18 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,236,685,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL EXPENSE										
SALARIES	32712	2.7	14434	3.8	5962	2.6	4553	1.6	778	0.8
BENEFITS	6546	0.5	3075	0.8	1101	0.5	886	0.3	201	0.2
OUTSIDE EDITORIAL EXP	4022	0.3	1285	0.3	670	0.3	292	0.1	180	0.2
TRAVEL & ENTERTAINMNT	2896	0.2	1315	0.3	468	0.2	248	0.1	65	0.1
OTHER	10445	0.8	4415	1.2	1584	0.7	2006	0.7	207	0.2
TOTAL EDITORIAL EXPENSE	56623	4.6	24525	6.5	9785	4.3	7984	2.9	1431	1.5

TABLE A10 - PRODUCTION EXPENSE-BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 17 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,221,258,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION EXPENSE										
SALARIES	11496	0.9	4329	1.2	2118	0.9	1729	0.6	489	0.5
BENEFITS	2823	0.2	1311	0.4	517	0.2	347	0.1	127	0.1
OUTSIDE PRODUCT'N EXP	78	0.0	85	0.0	56	0.0	7	0.0	-77	-0.1
OTHER	2819	0.2	1283	0.4	511	0.2	514	0.2	68	0.1
TOTAL PRODUCTION EXPENSE	17216	1.4	7007	1.9	3202	1.4	2597	0.9	608	0.6

TABLE A11 - MARKETING EXPENSE-BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 16 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,184,792,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SELLING EXPENSE										
SALESMEN'S SALARIES & COMMISSIONS	19316	1.6	7285	2.0	2992	1.3	4265	1.5	538	0.5
SALESMEN'S BENEFITS	3840	0.3	1491	0.4	681	0.3	973	0.4	94	0.1
SALESMAN'S TRAVEL & ENTERTAINMENT	5720	0.5	2077	0.6	900	0.4	1436	0.5	122	0.1
DEPARTMENTAL SALARIES	9452	0.8	2057	0.6	1737	0.8	1705	0.6	2918	2.8
DEPARTMENTAL BENEFITS	2004	0.2	387	0.1	292	0.1	326	0.1	687	0.7
DEPARTMENTAL TRAVEL & ENTERTAINMENT	1941	0.2	394	0.1	374	0.2	374	0.1	546	0.5
OTHER	18352	1.5	5678	1.6	2145	0.9	4755	1.7	2686	2.6
TOTAL SELLING EXPENSE	60626	5.1	19369	5.4	9121	4.0	13835	5.0	7591	7.2

Continued on page A-14

TABLE A11 - MARKETING EXPENSE-BY TYPE OF BOOK

Continued from page A-13

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PROMOTION										
DEPARTMENTAL SALARIES	11135	0.9	4143	1.2	1541	0.7	1338	0.5	1808	1.7
BENEFITS	2390	0.2	842	0.2	243	0.1	251	0.1	506	0.5
SPACE ADVERTISING	33797	2.9	15886	4.4	5794	2.6	4293	1.5	1748	1.7
CATALOGS AND TRADE ADVERTISING	27987	2.4	10466	2.9	5196	2.3	8478	3.0	821	0.8
DIRECT MAIL	4633	0.4	967	0.3	483	0.2	468	0.2	2041	1.9
PUBLICITY	8878	0.7	3720	1.0	1576	0.7	502	0.2	95	0.1
FREE COPIES (INCLUDING POSTAGE)	11317	1	4182	1.2	2047	0.9	2648	1.0	1049	1.0
EXHIBITS	3685	0.3	1145	0.3	897	0.4	849	0.3	396	0.4
OTHER	15071	1.3	6729	1.9	2953	1.3	2070	0.7	1788	1.7
TOTAL PROMOTION EXPENSE	118892	10.0	48080	13.4	20730	9.2	20897	7.5	10252	9.7
TOTAL MARKETING EXPENSE	179518	15.2	67449	18.8	29852	13.2	34732	12.5	17842	17.0

TABLE A12 - FULFILLMENT EXPENSE-BY TYPE OF BOOK

THOUSANDS OF DOLLARS

7 PUBLISHERS WITH NET SALES OF $847,024,000 -- INTERNAL FACILITIES	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING										
SALARIES	5693	0.7	1330	0.6	893	0.6	1704	0.9	645	0.6
BENEFITS	1653	0.2	401	0.2	238	0.2	521	0.3	153	0.1
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	2666	0.3	432	0.2	503	0.3	298	0.1	416	0.4
EQUIPMENT & SUPPLIES	267	0.0	49	0.0	61	0.0	92	0.0	54	0.1
OTHER	4914	0.6	2493	1.1	1073	0.7	629	0.3	264	0.3
TOTAL ORDER PROCESSING	15193	1.8	4705	2.0	2768	1.8	3245	1.6	1533	1.5
SHIPPING & WAREHOUSING										
SALARIES	24144	2.9	6993	3.0	4051	2.7	7350	3.7	1713	1.6
BENEFITS	6693	0.8	1973	0.8	1034	0.7	2088	1.0	349	0.3
OCCUPANCY	6209	0.7	1795	0.8	1213	0.8	1701	0.9	584	0.6
EQUIPMENT & SUPPLIES	2338	0.3	444	0.2	520	0.3	456	0.2	423	0.4
TRANSPORTATION CHRGES	11144	1.3	3493	1.5	2061	1.4	2679	1.3	1711	1.6
OTHER	10675	1.3	3038	1.3	1575	1.0	3061	1.5	551	0.5
TOTAL SHIPPING AND WAREHOUSING	61204	7.2	17737	7.5	10455	7.0	17335	8.7	5331	5.1
TOTAL FULFILLMENT EXP. OF PUBLISHERS UTILIZING INTERNAL FACILITIES	76396	9.0	22442	9.5	13223	8.8	20579	10.3	6864	6.5

TABLE A13 - GENERAL AND ADMINISTRATIVE EXPENSE-BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 18 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,236,685,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	15631	1.3	5883	1.6	2224	1.0	3004	1.1	2277	2.2
MANAGEMENT BENEFITS	2966	0.2	1010	0.3	432	0.2	566	0.2	447	0.4
ACCOUNTING SALARIES	8932	0.7	3156	0.8	1723	0.8	1649	0.6	694	0.7
ACCOUNTING BENEFITS	2049	0.2	810	0.2	363	0.2	407	0.1	143	0.1
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	15902	1.3	5823	1.5	4039	1.8	4830	1.7	604	0.6
GENERAL OFFICE BENEFITS	5487	0.4	1693	0.4	1222	0.5	1461	0.5	110	0.1
GENERAL TRAVEL AND ENTERTAINMENT	2960	0.2	902	0.2	538	0.2	615	0.2	357	0.3
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	9075	0.7	2061	0.5	2186	1.0	2104	0.8	2057	2.0
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	22004	1.8	7997	2.1	3656	1.6	4753	1.7	1428	1.4
OTHER TAXES (EXCEPT INC. & PAYROLL TAXES)	1947	0.2	700	0.2	420	0.2	472	0.2	103	0.1
PERSONAL PROP. TAXES	522	0.0	242	0.1	94	0.0	131	0.0	0	0.0
ALL OTHER	1030	0.1	401	0.1	226	0.1	283	0.1	0	0.0
UNSPECIFIED	395		56		98		62		103	
OTHER	23139	1.9	3633	1.0	1820	0.8	2002	0.7	2018	1.9
TOTAL GENERAL & ADMINISTRATIVE EXPENSE	110092	8.9	33666	8.9	18623	8.2	21862	7.9	10236	9.7

TABLE A14 - SUMMARY OF EMPLOYEE BENEFITS EXPENSE-BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 15 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES ~~OF~~ $1,175,670,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PENSIONS	4473	0.4	1443	0.4	780	0.4	1038	0.4	492	0.5
DEFERRED PROFIT SHARING	3275	0.3	1683	0.5	410	0.2	720	0.3	0	0.0
HOSP. & GROUP INSURANCE	17152	1.5	6209	1.8	2946	1.3	3780	1.4	938	1.0
PAYROLL TAXES	11439	1.0	4012	1.2	1974	0.9	2445	0.9	727	0.7
OTHER	2603	0.2	485	0.1	508	0.2	589	0.2	309	0.3
TOTAL EMPLOYEE BENEFITS	38943	3.3	13832	4.0	6618	3.0	8571	3.1	2466	2.5

TABLE A15 - OPERATING DATA OF TRADE BOOK PUBLISHERS-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS

	ALL PUBLISHERS			8 PUBLISHERS WITH NET SALES UNDER $20 MILLION		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		%	MID-RANGE		%	MID-RANGE
GROSS SALES	1662292	126.7	106.4 TO 130.0	102661	117.8	103.5 TO 127.2
RETURNS AND ALLOWANCES	350418	26.7	6.4 TO 30.0	15534	17.8	3.5 TO 27.2
NET SALES	1311873	100.0	100.0 TO 100.0	87127	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	504723	38.9	34.4 TO 47.0	27929	39.5	35.5 TO 49.9
ROYALTIES	228213	17.6	7.8 TO 19.6	9246	13.1	5.1 TO 19.7
UNSPECIFIED	8680			8680		
TOTAL COST OF SALES	741615	56.5	48.6 TO 59.7	45854	52.6	48.5 TO 59.2
GROSS MARGIN ON SALES	570258	43.5	40.3 TO 51.4	41273	47.4	40.8 TO 51.5
OTHER INCOME	73293	5.6	1.7 TO 7.7	6621	7.6	1.0 TO 13.4
OPERATING EXPENSE						
EDITORIAL	61692	4.8	3.5 TO 7.2	4439	6.3	3.3 TO 8.4
PRODUCTION	18712	1.5	1.5 TO 2.6	1265	1.8	2.1 TO 4.8
MARKETING	193198	15.0	13.6 TO 18.8	13093	18.7	18.5 TO 21.2
FULFILLMENT	114604	8.9	5.8 TO 12.2	7309	10.4	5.3 TO 12.7
GENERAL & ADMIN.	118567	9.2	8.5 TO 13.4	9557	13.6	8.5 TO 15.6
UNSPECIFIED	8617			8617		
TOTAL OPERATING EXPENSE	515390	39.3	37.5 TO 48.8	44280	50.8	44.1 TO 56.5
INCOME FROM OPERATIONS*	128161	9.8	-1.7 TO 17.2	3614	4.1	-8.9 TO 22.1

* Operating expenses as reported above do not include certain corporate charges. Examples of items which may not be reported are corporate staff compensation, legal and accounting fees, interest costs, and other charges which are not directly applicable to a particular business segment. As a result, income from operations as expressed above does not reflect actual pre-tax operating margins.

Continued on page A-17

TABLE A15 - OPERATING DATA OF TRADE BOOK PUBLISHERS-BY SIZE OF PUBLISHER

Continued from page A-16

	5 PUBLISHERS WITH NET SALES $20-$75 MILLION			5 PUBLISHERS WITH NET SALES ABOVE $75 MILLION		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		%	MID-RANGE		%	MID-RANGE
GROSS SALES	291586	125.6	119.8 TO 130.2	1268045	127.8	122.4 TO 131.6
RETURNS AND ALLOWANCES	59387	25.6	19.8 TO 30.2	275497	27.8	22.4 TO 31.6
NET SALES	232198	100.0	100.0 TO 100.0	992548	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	81735	35.2	21.1 TO 42.3	395059	39.8	33.1 TO 42.1
ROYALTIES	36911	15.9	7.8 TO 19.4	182056	18.3	17.2 TO 21.8
UNSPECIFIED	0			0		
TOTAL COST OF SALES	118646	51.1	29.6 TO 60.6	577115	58.1	53.1 TO 61.0
GROSS MARGIN ON SALES	113552	48.9	39.4 TO 70.4	415433	41.9	39.0 TO 46.9
OTHER INCOME	12816	5.5	1.7 TO 7.7	53856	5.4	4.0 TO 7.6
OPERATING EXPENSE						
EDITORIAL	12460	5.4	4.4 TO 6.4	44793	4.5	2.2 TO 7.2
PRODUCTION	4835	2.1	1.4 TO 2.6	12612	1.3	0.6 TO 2.0
MARKETING	32261	13.9	11.6 TO 15.7	147844	14.9	13.6 TO 15.5
FULFILLMENT	20246	8.7	5.3 TO 11.7	87049	8.8	5.6 TO 9.9
GENERAL & ADMIN.	23831	10.3	8.4 TO 13.4	85179	8.6	8.1 TO 10.6
UNSPECIFIED	0			0		
TOTAL OPERATING EXPENSE	93633	40.3	37.4 TO 44.0	377477	38.0	34.6 TO 40.8
INCOME FROM OPERATIONS*	32735	14.1	3.6 TO 32.0	91812	9.3	7.8 TO 15.2

* Please see corresponding note on page A-16.

TABLE A16 - MANUFACTURING EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,220,507,000

	ALL PUBLISHERS		7 PUBLISHERS NET SALES UNDER $20 MILLION		5 PUBLISHERS NET SALES $20- $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
BEGINNING INVENTORY	276828	22.7	15702	19.7	48034	20.7	213092	23.5
PURCHASES (TOTAL)	509829	41.8	30232	37.9	92801	40.0	386796	42.6
PLANT COSTS	37351	4.6	2883	5.3	11982	5.2	22486	4.2
PAPER, PRINTING & BINDING	304215	37.2	17631	32.5	80819	34.8	205765	38.4
UNSPECIFIED	168263		9717		0		158545	
COST OF FREE BOOKS	9644	0.8	475	0.6	2111	0.9	7057	0.8
WRITE DOWNS	55612	4.6	1537	1.9	5137	2.2	48938	5.4
ENDING INVENTORY AFTER WRITE DOWNS	295284	24.2	15582	19.5	56213	24.2	223489	24.6
TOTAL MANUFACTURING EXP.	481729	39.5	29877	37.4	82510	35.5	369342	40.7

TABLE A17 - ROYALTY EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 18 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,236,685,000

	ALL PUBLISHERS		9 PUBLISHERS NET SALES UNDER $20 MILLION		5 PUBLISHERS NET SALES $20-$75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES PAID	176267	14.3	8388	8.7	30592	13.2	137287	15.1
FEES IN LIEU OF ROYALTIES	172	0.0	0	0.0	172	0.1	0	0.0
ADVANCES WRITTEN OFF	37600	3.0	1924	2.0	6147	2.6	29530	3.3
TOTAL ROYALTIES	214039	17.3	10311	10.7	36911	15.9	166816	18.4

See also the discussion following **Table A-7.**

TABLE A18 - OTHER PUBLISHING INCOME-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 6 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $966,164,000

	ALL PUBLISHERS		1 PUBLISHER NET SALES UNDER $20 MILLION		2 PUBLISHERS NET SALES $20-$75 MILLION		3 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SUBSIDIARY RIGHTS (TOTL)	76116	7.9					59948	7.3
REPRINT - HARDBOUND	6689	0.7					2309	0.3
REPRINT - PAPERBOUND	20793	2.2					15546	1.9
BOOK CLUB	24305	2.5					21694	2.6
PERMISSIONS	2547	0.3					2127	0.3
FOREIGN & TRANSLATION	9254	1.0					6932	0.8
SERIAL, DIGEST & SYNDICATION	1376	0.1					832	0.1
OTHER	11152	1.2					10509	1.3
GENERAL	12897	1.3					9041	1.1
TOTAL OTHER PUBL. INCOME	89013	9.2					68989	8.4
AUTHORS' SHARE	36626	3.8					27498	3.4
PUBLISHER'S SHARE	52386	5.4					41492	5.1

Data for the "Under $20 Million" and "$20-$75 Million" size groups have been suppressed to prevent disclosure.

TABLE A19 - EDITORIAL EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 18 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,236,685,000

	ALL PUBLISHERS		9 PUBLISHERS NET SALES UNDER $20 MILLION		5 PUBLISHERS NET SALES $20- $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL EXPENSE								
SALARIES	32712	2.7	3729	4.2	7175	3.1	21808	2.4
BENEFITS	6546	0.5	815	0.9	1304	0.6	4427	0.5
OUTSIDE EDITORIAL EXP	4022	0.3	285	0.3	716	0.3	3021	0.3
TRAVEL & ENTERTAINMNT	2896	0.2	218	0.2	871	0.4	1807	0.2
OTHER	10445	0.8	442	0.5	2394	1.0	7609	0.8
TOTAL EDITORIAL EXPENSE	56623	4.6	5490	6.2	12460	5.4	38673	4.3

TABLE A20 - PRODUCTION EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 17 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,221,258,000

	ALL PUBLISHERS		8 PUBLISHERS NET SALES UNDER $20 MILLION		5 PUBLISHERS NET SALES $20- $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION EXPENSE								
SALARIES	11496	0.9	1213	1.5	3336	1.4	6947	0.8
BENEFITS	2823	0.2	245	0.3	658	0.3	1920	0.2
OUTSIDE PRODUCT'N EXP	78	0.0	16	0.0	20	0.0	42	0.0
OTHER	2819	0.2	247	0.3	821	0.4	1750	0.2
TOTAL PRODUCTION EXPENSE	17216	1.4	1722	2.1	4834	2.1	10660	1.2

TABLE A21 - MARKETING EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,184,792,000

	ALL PUBLISHERS		8 PUBLISHERS NET SALES UNDER $20 MILLION		4 PUBLISHERS NET SALES $20- $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SALESMEN'S SALARIES & COMMISSIONS	19316	1.6	2611	3.4	3469	1.7	13236	1.5
SALESMEN'S BENEFITS	3840	0.3	426	0.6	463	0.2	2951	0.3
SALESMEN'S TRAVEL & ENTERTAINMENT	5720	0.5	763	1.0	1184	0.6	3773	0.4
DEPARTMENTAL SALARIES	9452	0.8	1190	1.5	1481	0.7	6781	0.7
DEPARTMENTAL BENEFITS	2004	0.2	226	0.3	340	0.2	1439	0.2
DEPARTMENTAL TRAVEL & ENTERTAINMENT	1941	0.2	139	0.2	391	0.2	1412	0.2
OTHER	18352	1.5	595	0.8	3640	1.8	14117	1.6
TOTAL SELLING EXPENSE	60626	5.1	5951	7.7	10966	5.5	43709	4.8
PROMOTION								
DEPARTMENTAL SALARIES	11135	0.9	1637	2.1	2196	1.1	7302	0.8
BENEFITS	2390	0.2	367	0.5	416	0.2	1607	0.2
SPACE ADVERTISING	33797	2.9	2780	3.6	5615	2.8	25403	2.8
CATALOGS AND TRADE ADVERTISING	27987	2.4	1002	1.3	2265	1.1	24720	2.7
DIRECT MAIL	4633	0.4	296	0.4	943	0.5	3393	0.4
PUBLICITY	8878	0.7	906	1.2	1281	0.6	6691	0.7
FREE COPIES (INCLUDING POSTAGE)	11317	1.0	775	1.0	1789	0.9	8753	1.0
EXHIBITS	3685	0.3	143	0.2	928	0.5	2614	0.3
OTHER	15071	1.3	859	1.1	2071	1.0	12141	1.3
TOTAL PROMOTION EXPENSE	118892	10.0	8766	11.4	17504	8.8	92623	10.2
TOTAL MARKETING EXPENSE	179518	15.2	14717	19.1	28470	14.3	136332	15.0

TABLE A22 - FULFILLMENT EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS

7 PUBLISHERS WITH NET SALES OF $847,024,000 USING INTERNAL FACILITIES	ALL PUBLISHERS		2 PUBLISHERS NET SALES UNDER $20 MILLION		2 PUBLISHERS NET SALES $20-$75 MILLION		3 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING								
SALARIES	5693	0.7					4427	0.6
BENEFITS	1653	0.2					1378	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	2666	0.3					1991	0.3
EQUIPMENT & SUPPLIES	267	0.0					70	0.0
OTHER	4914	0.6					4622	0.6
TOTAL ORDER PROCESSING	15193	1.8					12488	1.7
SHIPPING & WAREHOUSING								
SALARIES	24144	2.9					21512	2.9
BENEFITS	6693	0.8					6146	0.8
OCCUPANCY	6209	0.7					5239	0.7
EQUIPMENT & SUPPLIES	2338	0.3					1525	0.2
TRANSPORTATION CHRGES	11144	1.3					8699	1.2
OTHER	10675	1.3					10117	1.3
TOTAL SHIPPING AND WAREHOUSING	61204	7.2					53238	7.1
TOTAL FULFILLMENT EXP. OF PUBLISHERS UTILIZING INTERNAL FACILITIES	76396	9.0					65726	8.7

Data for the "Under $20 Million" and "$20-$75 Million" categories have been suppressed to prevent disclosure.

TABLE A23 - GENERAL AND ADMINISTRATIVE EXPENSE-BY SIZE OF PUBLISHER

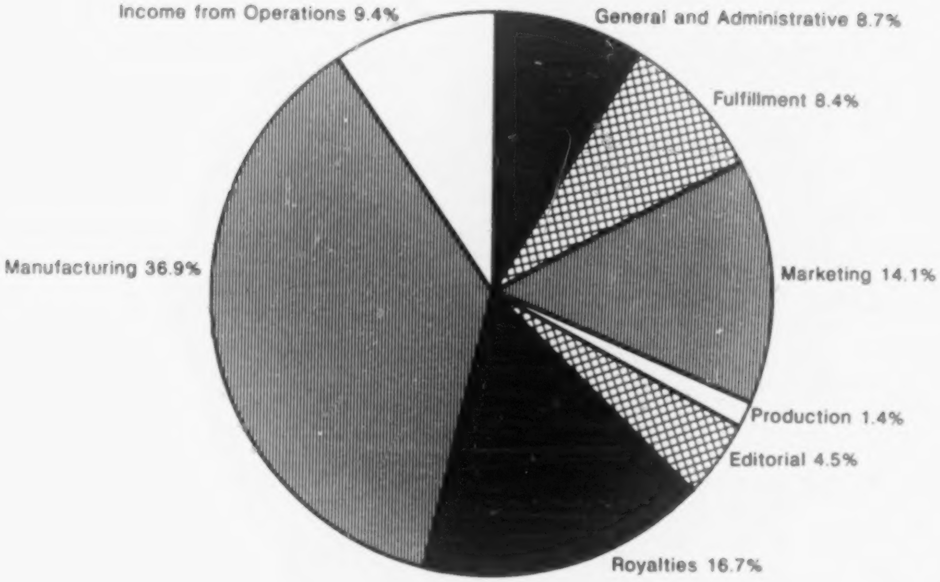
THOUSANDS OF DOLLARS - AS REPORTED BY 18 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,236,685,000

	ALL PUBLISHERS		9 PUBLISHERS NET SALES UNDER $20 MILLION		5 PUBLISHERS NET SALES $20- $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	15631	1.3	2783	2.9	2779	1.2	10069	1.1
MANAGEMENT BENEFITS	2966	0.2	531	0.6	437	0.2	1997	0.2
ACCOUNTING SALARIES	8932	0.7	1264	1.3	1538	0.7	6131	0.7
ACCOUNTING BENEFITS	2049	0.2	270	0.3	323	0.1	1456	0.2
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	15902	1.3	598	0.6	1825	0.8	13479	1.5
GENERAL OFFICE BENEFITS	5487	0.4	85	0.1	1207	0.5	4195	0.5
GENERAL TRAVEL AND ENTERTAINMENT	2960	0.2	483	0.5	471	0.2	2006	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	9075	0.7	137	0.1	887	0.4	8052	0.9
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	22004	1.8	1038	1.1	4735	2.0	16230	1.8
OTHER TAXES (EXCEPT INC. & PAYROLL TAXES)	1947	0.2	48	0.0	191	0.1	1708	0.2
PERSONAL PROP. TAXES	522	0.0	0	0.0	0	0.0	522	0.1
ALL OTHER	1030	0.1	27	0.0	66	0.0	937	0.1
UNSPECIFIED	395		21		125		249	
OTHER	23139	1.9	4319	4.5	8768	3.8	10051	1.1
TOTAL GENERAL & ADMINISTRATIVE EXPENSE	110092	8.9	11556	12.0	23162	10.0	75374	8.3

TABLE A24 - SUMMARY OF EMPLOYEE BENEFITS EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 15 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $1,175,670,000

	ALL PUBLISHERS		7 PUBLISHERS NET SALES UNDER $20 MILLION		4 PUBLISHERS NET SALES $20- $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PENSIONS	4473	0.4	119	0.2	784	0.4	3571	0.4
DEFERRED PROFIT SHARING	3275	0.3	184	0.3	1059	0.5	2032	0.2
HOSP. & GROUP INSURANCE	17152	1.5	957	1.6	2536	1.2	13660	1.5
PAYROLL TAXES	11439	1.0	919	1.5	2055	1.0	8465	0.9
OTHER	2603	0.2	84	0.1	124	0.1	2395	0.3
TOTAL EMPLOYEE BENEFITS	38943	3.3	2263	3.8	6557	3.2	30123	3.3



Based on data reported in Table A5
Income (100%) equals Net Sales (94.7%) plus Other Income (5.3%)

FIGURE A2 - 1990 DISPOSITION OF INCOME BY TRADE AND RELIGIOUS BOOK PUBLISHERS

TABLE A25 - EMPLOYEE DATA

AS REPORTED BY 16 TRADE BOOK PUBLISHERS
EMPLOYING 6,882 TOTAL STAFF
(NET SALES PER EMPLOYEE - $180,553)

	PERCENT OF TOTAL	
	AVERAGE	MID-RANGE
EDITORIAL	15.8	10.3 TO 31.5
PRODUCTION	5.7	5.6 TO 15.7
MARKETING (TOTAL)	27.4	20.4 TO 36.9
SALESMEN	2.6	5.6 TO 15.3
SALES DEPARTMENT	2.3	4.3 TO 11.9
PROMOTION	6.4	4.9 TO 20.5
UNSPECIFIED	16.1	
FULFILLMENT (TOTAL)	30.7	11.6 TO 41.5
ORDER PROCESSING	6.2	6.4 TO 16.3
SHIPPING & WAREHOUS'G	20.3	12.6 TO 25.2
UNSPECIFIED	4.2	
ADMINISTRATIVE MANAGEM'T	5.2	6.1 TO 16.2
GENERAL OFFICE	13.4	5.3 TO 19.4
OTHER	1.6	1.7 TO 5.8
EMPLOYEES PER $100,000 SALES	0.6	0.4 TO 0.7

TABLE A26 - INVENTORY TURNOVER

OF TRADE BOOK PUBLISHERS

TYPE OF BOOK	REPLIES	NET SALES (000)	INVENTORY TURNOVER
ADULT HARDBOUND	8	361312	1.9
ADULT PAPERBOUND	6	216897	1.8
JUVENILE	6	278117	1.5
RELIGIOUS	4	105257	1.7
BY SIZE OF PUBLISHER			
SALES UP TO $20 MILLION	7	79845	1.9
SALES $20 TO $75 MILLION	5	232198	1.6
SALES $75 MILLION & OVER	4	908464	1.7

In **Table A26** inventory turnover is established by dividing Total Manufacturing Cost by the average of Beginning Inventory and Ending Inventory After Writedowns. For pertinent definitions, refer to pages A1 and A2 of Operating Data Questionnaire Form A. Also please note the text comments on plant costs and plate cost treatment following **Table A6.**

In comparing his own inventory turnover with that reported here, a publisher should bear in mind not only the possible impact of plant cost treatment on inventory values, but also the variations in such values resulting from differing writedown policies. Most writedown practices in the industry must, perforce, be based on the subjective judgement of market values, reflecting varying life expectancies and turnover of product lines and individual titles. A publisher must keep has own sales patterns in mind, therefore, when making the comparison. Despite the levelling effect of pooling the data, a publisher with, for example, a specialized product line may find his turnover differing noticeably and justifiably from the composite figure.

TABLE A27 - BILLINGS AND RECEIVABLES

OF TRADE BOOK PUBLISHERS

	REPLIES	AMOUNT
NET SALES ($000)	14	749239
NUMBER OF INVOICES ANNUALLY (000)	9	2810
AVERAGE INV. VALUE		161.97
NUMBER OF CREDIT MEMOS ANNUALLY (000)	9	373
ACCOUNTS RECEIVABLE (AT YEAR END - $000)	14	450754
PERCENT OF NET SALES		60.2
ACCOUNTS RECE. - AGED TOTAL ($000)	8	276978
PCT. CURRENT		44.0
PCT. 1-30 DAYS		22.9
PCT. 31-60 DAYS		21.2
PCT. 61 DAYS AND OVER		11.8
BAD DEBT RESERVE ($000)	14	11571
PCT. OF NET SALES		1.5
PCT. OF RECEIVABLES		2.6
BAD DEBT LOSSES ($000)	14	3780
PCT. OF NET SALES		0.5
PCT. OF RECEIVABLES		0.8
AVERAGE COLLECTION PERIOD (DAYS)	13	101
RANGE (DAYS)		50-137

ABSTRACTED DEFINITIONS

Continued from page A-26

Tables A14 and A24 - Employee Benefits

This **Employee Benefits** schedule summarizes all benefits applicable to employees' salaries reported in this survey.

Pensions: Includes accruals as well as actual payments.

Deferred Profit Sharing: Current profit sharing is shown with salaries in the appropriate tables. Only amounts contributed to **deferred** payment plans are included here.

Hospitalization and Group Insurance: Includes life insurance premiums of executives.

Table A25 - Employee Data

Includes only staff employed; excludes freelance or outside agents such as "commission" reps representing several publishers. Excludes freelance editors and designers.

Table A27 - Billings and Receivables

The amount on **total receivable** and **past due** balances is as of the end of the calendar year.

ABSTRACTED DEFINITIONS

Definitions for most line items, and instructions for furnishing data to the AAP Industry Statistics are included in the survey questionnaires. Overall methodology, and definitions of the publishing divisions themselves are presented in this volume beginning on page xiii.

The General Publishing Division Statistics Committee is supplementing this material with the following brief definitions:

Tables A1 & A2 - Gross Sales and Returns

Gross Sales on a calendar year basis. Includes foreign, book clubs and remainder sales. Also includes sales of calendars, posters, maps, software, and audiovisual, visual cassettes, and multimedia products in "Other." Does not include income from subsidiary rights or from non-publishing activities such as printing plants, sales representation, or fulfillment service operations.

Returns show actual credited totals only, and do not show amounts reserved.

Table A3 - Domestic Net Sales By Type of Customer

Bookstores:
- **General:** Includes all book outlets, such as stationery or department stores.
- **College:** Stores catering predominantly (50% or more) to college and university students and faculty.
- **Religious:** Stores catering predominantly (50% or more) to a religious audience.
- **Paperback:** Includes only stores specializing exclusively in paperback books.

Other Retail Outlets: Includes computer, art supply, health food, sports stores, etc.

Wholesalers: Includes agents who market books to retailers, libraries, schools and institutions and are engaged predominantly (50% or more) in so doing.

Prebinders: Applies primarily to publishers of juveniles who should report their sheet sales to such firms here.

Libraries and Institutions (Total):
- **Public Libraries.**
- **Colleges and Universities:** Includes sales to the libraries of these institutions, as well as direct sales to special programs or departments.
- **Schools:** Includes sales to school libraries, resource centers, classrooms, systems or districts. Includes sales to bookstores operated by secondary or elementary schools, public or private.
- **Other:** Includes library sales to museums, public landmarks, government departments, the military, historical and scholarly societies. Also reported are sales to technical, legal, and business libraries, etc.

Mass Market Outlets: Chain stores, drug stores, newsstands, supermarkets, etc.

Special Sales: Includes sales of special editions to book clubs or for premium or sales tie-in purposes. Includes bulk sales to corporations, author, and others.

Direct to **Consumer:** Mail order sales solicited and fulfilled under auspices of reporting companies.

Tables A6 and A16 - Manufacturing Expense

Manufacturing Expense in general is defined as the **materials** cost (i.e. of **physical** components) of the books or products sold. It is distinguished from **Production Expense** which involves the **labor** cost to the publisher of supervising the manufacturing process, and the **Editorial Expense** which involves the labor cost to the publisher of readying the content of a book for manufacture.

Because of the complexity of the pre-publication process and the overlapping of these functions, it is important that you read (and understand) the complete definitions devised for these expenses. (See note at the start of these "Abstracted Definitions.")

Tables A7 and A17 - Royalty Expense

Royalties Paid: does not include override royalties paid to staff editors.

Grants and Fees in Lieu of Royalties: Flat payments.

Advances Written Off: Includes write-offs of advances, judged to be unearnable, made during the reporting year.

Net Royalty Advances Outstanding at Year End: Net advances carried as assets on balance sheet at year end.

Tables A8 and A18 - Other Publishing Income

Subsidiary Rights (Total): The sum of payments or royalties actually received in the reporting year after deduction of author's shares.

Tables A9 and A19 - Editorial Expense

> Note: **"Salaries"** in this and the following tables include vacation and holiday pay, bonuses and current profit sharing.

Outside Editorial Expense: Compensation to freelance and procurement editors, copy and manuscript editors, indexers, readers, etc. Includes fees to be paid to experts for manuscript evaluation.

Other: Reference and research materials, stationery and supplies, etc. Does not include occupancy expense, or maintenance, overhead, utility or telephone charges which are reported in Tables A13 & A23.

Continued on page A-26

ABSTRACTED DEFINITIONS

Continued from page A-25

Tables A10 and A20 - Production Expense

Production Expense in general is defined as the cost of **labor** incurred by the publisher in having products manufactured. It is distinguished from **Manufacturing Expense,** which involves the **materials** cost of the products themselves. Staff positions involved would be those of the production manager and his/her assistant, artists and designers.

Outside Production Expense: Compensation to freelance designers and production personnel. Outside production services are included.

Other: Reference materials, art and other supplies, stationery, travel and entertainment by departmental and freelance staff, etc. Does not include occcupancy expense or maintenance, overhead, utility or telephone charges which are included in General and Administrative Expense.

Tables A11 and A21 - Marketing Expense

Selling Expense (Total): "Selling" is distinguished from "Promotion" as pertaining to direct personal contact with customers, while "Promotion" covers advertising, direct mail, exhibits and publicity.

> **Salesrep's Salaries and Commissions:** Salary and/or commission compensation to domestic and foreign sales reps. Includes special sales, sub-rights, and telemarketing reps, staff or independent.

Promotion:

- **Departmental Salaries:** Includes promotion managers, advertising and copy writers, direct mail, publicity and exhibit staff.
- **Space Advertising:** The cost of the space and the preparation of advertising, including cooperative advertising, in consumer and specialized media. TV and radio advertising is also reported.
- **Catalogs and Trade Advertising:** Cost of preparing, printing and mailing materials intended predominantly for the individual consumer.
- **Publicity:** Includes the cost of news releases, travel and entertainment in connection with this effort, fees paid to public relations firms and publicity agents, cost of sending authors on tour or transporting them to TV shows, etc.
- **Free Copies:** Books furnished at no charge, including those for review, for examination, and/or as desk copies to educators, and to exhibits. Postage is added to the value of the books which includes both plant and manufacturing costs (paper, printing, binding).
- **Exhibits:** The cost of exhibit space, display units and materials as well as travel and entertainment expense of staff and freelance personnel.
- **Other:** The cost of promotional activities not covered above, such as autographing parties, book fairs, special displays, etc. Does not include occupancy, overhead or telephone charges which are reported in G & A Exp.

Tables A12 and A22 - Fulfillment Expense

Fulfillment Expense in general is defined as the cost of consummating a customer's order after it has been placed. This involves: 1. the production of shipping and invoice documents, including the posting to accounts receivable, processing of subsequents payment, maintaining attendant records, and rendering reports, and 2. the warehousing, shipping and handling of returns of the products involved.

Because of the complexity of the fulfillment process and the overlapping of these functions it is important to read (and understand) the complete definitions devised for these expenses. (See the note at the start of these "Abstracted Definitions.")

Tables A13 and A23 - General and Administrative Expense

General and Administrative Expense does not include fees charged by a parent company except insofar as they represent payment for services actually received and which the publisher would otherwise have to furnish or purchase elsewhere. Multidivisional companies have allocated general administrative expenses to the division.

Management Salaries: The compensation of executives and administrators not reported in previous schedules.

Accounting Salaries: Compensation of financial and accounting departmental staff, management as well as clerical.

General Office Salaries: Compensation of all staff not reported in other schedules or above.

General Travel and Entertainment: Company-reimbursed transportation, living expenses on the road, and entertainment not included in other schedules.

EDP/Systems Expense (Direct or Allocated): Publishers utilizing an automated system for processing accounting and other data, either under their own auspices or outside, reporting the appropriate portion of such expense devoted to general and administrative activities, including salaries.

Occupancy (Except Warehousing): Rent, or mortgage expense (including interest), or depreciation, if property is owned. Includes appropriate real estate taxes, insurance, heat, light, power, maintenance and repair. Occupancy cost of warehouses is shown under Fulfillment Expense.

Other Taxes (Except Income and Payroll):

> **Personal Property Taxes:** Does not include real estate taxes.

Other: Includes other general expense not shown elsewhere, such as telephone and telegraph; stationery and supplies; bad debts written off or additions to bad debt reserve; collection expenses; insurance; depreciation on general office equipment.

Continued on page A-24

SECTION B - TECHNICAL, SCIENTIFIC, BUSINESS, MEDICAL, AND OTHER PROFESSIONAL BOOK PUBLISHERS AND DIVISIONS

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM B (available on request from the AAP New York Office) to insure the correct interpretation of this report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION should be reviewed for a full understanding of the tables and text.

SALES DATA

46 professional book publishers reported 1990 total net sales of $1026.5 million to the AAP Statistics Program. Based on our industry estimate of $2765.9 million (**Table S1**), this would appear to be some 37.1% of this publishing segment.

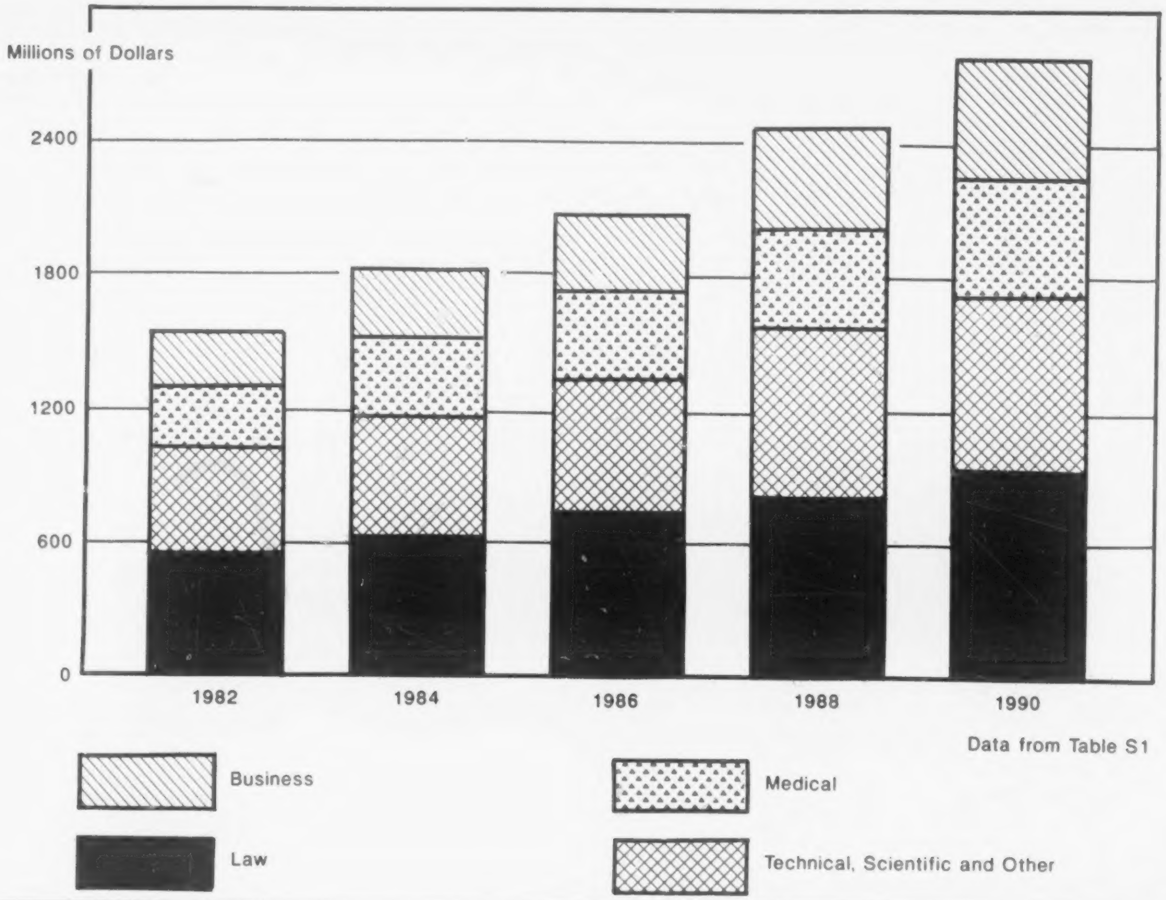
In **Table B1a** publishers report sales detail by publishing category for both 1990 and 1989 in dollars. In **Table B1b** data is provided by 39 publishers for similar detail in both dollars and units.

TABLE B1a - SALES OF PROFESSIONAL BOOKS-BY CATEGORY OF PUBLICATION

MILLIONS OF DOLLARS - AS REPORTED BY 46 PUBLISHERS

	GROSS SALES	RETURNS	NET SALES	PERCENT RETURNS - GROSS	
				AVERAGE	MID-RANGE
10 BUSINESS					
1990	152.8	41.7	111.0	27.3	15.6 TO 25.6
1989	135.8	38.0	97.8	28.0	14.8 TO 26.1
PERCENT CHANGE	12.5	9.7	13.5		
9 LAW					
1990	235.8	48.1	187.7	20.4	7.5 TO 27.9
1989	214.5	54.9	159.6	25.6	8.3 TO 22.8
PERCENT CHANGE	9.9	-12.4	17.6		
18 MEDICAL					
1990	202.6	25.2	177.3	12.5	9.4 TO 18.0
1989	185.9	21.3	164.6	11.5	10.2 TO 17.2
PERCENT CHANGE	8.9	18.2	7.7		
35 TECHNICAL & SCIENT.					
1990	414.5	68.6	345.9	16.6	10.6 TO 17.0
1989	417.8	87.1	330.8	20.8	8,4 TO 17.3
PERCENT CHANGE	-0.8	-21.2	4.6		
5 OTHER PROF'L					
1990	21.2	1.4	19.8	16.8	6.0 TO 9.2
1989	21.6	1.5	20.1	7.1	3.6 TO 12.0
PERCENT CHANGE	-1.8	-6.9	-1.4		
ALL PROFESSIONAL					
1990	1026.5	181.7	844.8	17.7	7.6 TO 17.2
1989	964.8	173.4	791.5	18.0	8.2 TO 15.6
PERCENT CHANGE	6.4	4.8	6.7		

FIGURE B1 - ESTIMATED PROFESSIONAL BOOK NET SALES 1982, 1984, 1986, 1988, 1990



Data from Table S1

TABLE B1b - SALES OF PROFESSIONAL BOOKS-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 39 PUBLISHERS

	GROSS SALES									
	1990		1989		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BUSINESS	152755	7009	131816	5068	15.9	38.3				
LAW	131113	1746	126210	1842	3.9	-5.2				
MEDICAL	189247	6852	173626	6262	9.0	9.4				
TECHNICAL & SCIENTIFIC	246739	7226	228979	6687	7.8	8.1				
OTHER	21205	704	21599	674	-1.8	4.5				
ALL PROFESSIONAL	741059	23537	682230	20532	8.6	14.6				

Continued on page B-3

TABLE B1b - SALES OF PROFESSIONAL BOOKS-BY CATEGORY OF PUBLICATION

Continued from page B-2

	RETURNS									
	1990		1989		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BUSINESS	41714	1247	38024	1021	9.7	22.1				
LAW	41418	487	41382	540	0.1	-9.8				
MEDICAL	23898	828	20131	762	18.7	8.7				
TECHNICAL & SCIENTIFIC	40784	1081	35289	982	15.6	10.1				
OTHER	1432	43	1538	49	-6.9	-12.2				
ALL PROFESSIONAL	149246	3686	136363	3355	9.4	9.9				

	NET SALES									
	1990		1989		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BUSINESS	111041	5762	93792	4047	18.4	42.4				
LAW	89695	1259	84828	1302	5.7	-3.3				
MEDICAL	165349	6024	153495	5500	7.7	9.5				
TECHNICAL & SCIENTIFIC	205955	6145	193690	5705	6.3	7.7				
OTHER	19773	661	20061	625	-1.4	5.8				
ALL PROFESSIONAL	591813	19851	545867	17177	8.4	15.6				

	1990 PERCENT RETURNS TO GROSS							
	DOLLARS		UNITS		YOUR DATA			
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE				
BUSINESS	27.3	13.3 TO 25.6	17.8	14.4 TO 30.5				
LAW	31.6	8.3 TO 30.6	27.9	7.9 TO 30.2				
MEDICAL	12.6	9.5 TO 21.2	12.1	8.3 TO 20.7				
TECHNICAL & SCIENTIFIC	16.5	9.5 TO 17.1	15.0	8.7 TO 17.0				
OTHER	6.8	6.1 TO 9.2	6.1	2.5 TO 7.7				
ALL PROFESSIONAL	20.1	9.2 TO 17.4	15.7	8.3 TO 17.6				

Continued on page B-4

TABLE B1b - SALES OF PROFESSIONAL BOOKS-BY CATEGORY OF PUBLICATION

Continued from page B-3

	DOLLARS PER UNIT NET SALES							
	1990		1989		YOUR DATA			
	$-AVG	$-RANGE-AVG	$-AVG	$-RANGE-AVG				
BUSINESS	19.27	9.42 TO 79.26	23.18	9.05 TO 74.44				
LAW	71.24	8.91 - 131.25	65.15	9.60 - 124.71				
MEDICAL	27.45	14.81 TO 63.50	27.91	14.15 TO 62.50				
TECHNICAL & SCIENTIFIC	33.52	11.17 - 101.08	33.95	10.66 TO 92.45				
OTHER	29.91	4.79 TO 47.19	32.10	4.93 TO 47.95				
ALL PROFESSIONAL	29.81	4.79 TO 86.37	31.78	4.93 TO 78.29				

TABLE B2 - NET SALES OF PROFESSIONAL BOOKS-BY SUBJECT CATEGORY

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 21 PUBLISHERS

	1990					1989				
	DOLLARS		UNITS		AVERAGE DOLLARS PER UNIT	DOLLARS		UNITS		AVERAGE DOLLARS PER UNIT
	$	PCT OF TOTAL	NO.	PCT OF TOTAL		$	PCT OF TOTAL	NO.	PCT OF TOTAL	
BUSINESS (TOTAL)	99755	100.0	3432	100.0	29.07	87580	100.0	2207	100.0	39.68
LAW (TOTAL)	109600	100.0	1121	100.0	97.77	106348	100.0	1180	100.0	90.13
MEDICAL (TOTAL)	121815	100.0	4491	100.0	27.12	114721	100.0	3972	100.0	28.88
MEDICAL PROFESSIONAL (TOTAL)	69383	57.0	2220	49.4	31.25	69069	60.2	2019	50.8	34.21
MEDICINE	52106	42.8	1400	31.2	37.22	53906	47.0	1515	38.1	35.58
DENTISTRY	1339	1.1	21	0.5	63.76	924	0.8	15	0.4	61.60
VETERINARY MED.	769	0.6	14	0.3	54.93	368	0.3	10	0.3	36.80
OTHER MED. PROF.	11915	9.8	702	15.6	16.97	10421	9.1	384	9.7	27.14
MED. PROF-NOT GIVN	3254	2.7	83	1.8	39.20	3450	3.0	95	2.4	36.32
MEDICAL TEXTBOOKS (TOTAL)	49349	40.5	2208	49.2	22.35	43191	37.6	1904	47.9	22.68
NURSING	23105	19.0	998	22.2	23.15	20155	17.6	927	23.3	21.74
ALLIED HEALTH	12327	10.1	509	11.3	24.22	9550	8.3	411	10.3	23.24
OTHER TEXTBOOKS	12588	10.3	653	14.5	19.28	12077	10.5	511	12.9	23.63
MED. TEXTS-NOT GIV	1329	1.1	48	1.1	27.69	1409	1.2	55	1.4	25.62
MEDICAL-NOT ALLOCATED	3083	2.5	63	1.4	48.94	2461	2.1	49	1.2	50.22
TECHNICAL & SCIENTIFIC (TOTAL)	141289	100.0	3905	100.0	36.18	134061	100.0	3845	100.0	34.87
MATHEMATICS, PROBABILITY & STAT.	11674	8.3	305	7.8	38.28	11864	8.8	350	9.1	33.90
COMPUTER SCIENCES	13996	9.9	269	6.9	52.03	13107	9.8	193	5.0	67.91
ENGINEERING	24984	17.7	559	14.3	44.69	24922	18.6	617	16.0	40.39
BIOLOGICAL SCIENCES	15978	11.3	291	7.5	54.91	14891	11.1	315	8.2	47.27
PHYSICAL SCIENCES	21185	15.0	421	10.8	50.32	19570	14.6	379	9.9	51.64
EARTH SCIENCES	2984	2.1	44	1.1	67.82	3329	2.5	53	1.4	62.81

Continued on page B-5

TABLE B2 - NET SALES OF PROFESSIONAL BOOKS-BY SUBJECT CATEGORY

Continued from page B-4

	1990					1989				
	DOLLARS		UNITS		AVERAGE DOLLARS	DOLLARS		UNITS		AVERAGE DOLLARS
	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT
SOCIAL SCIENCES (TOTAL)	15865	11.2	742	19.0	21.38	14111	10.5	741	19.3	19.04
ECONOMICS	1099	0.8	45	1.2	24.42	1015	0.8	39	1.0	26.03
PSYCHOLOGY	6601	4.7	304	7.8	21.71	6108	4.6	289	7.5	21.13
OTHER SOCIAL SCI.	6284	4.4	349	8.9	18.01	5253	3.9	363	9.4	14.47
SOC. SC.-NOT GIVEN	1881	1.3	44	1.1	42.75	1735	1.3	50	1.3	34.70
ARCHITECTURE	10204	7.2	396	10.1	25.77	10116	7.5	397	10.3	25.48
OTHER TECH. & SCIENT.	24419	17.3	878	22.5	27.81	22150	16.5	800	20.8	27.69
OTHER PROFESSIONAL	12008	100.0	748	100.0	16.05	10123	100.0	659	100.0	15.36

TABLE B3 - DOMESTIC NET SALES OF PROFESSIONAL BOOKS-BY TYPE OF CUSTOMER

THOUSANDS OF DOLLARS - AS REPORTED BY 35 PUBLISHERS

	ALL SALES		BUSINESS		LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
RETAIL STORES (TOTAL)	94087	19.4	16681	17.9	11584	12.4	18157	15.1	43098	28.0
GENERAL BOOKSTORES	28361	7.1	8100	10.6	157	0.2	4971	4.7	14497	11.5
COLLEGE BOOKSTORES	42878	10.8	5520	7.2	10016	11.8	8804	8.2	17473	13.9
OTHER RETAILERS	6048	1.5	51	0.1	410	0.5	2306	2.2	3281	2.6
UNSPECIFIED	16799		3010		1000		2075		7847	
WHOLESALERS AND JOBBERS (TOTAL)	117083	24.1	10665	11.4	1863	2.0	55837	46.3	38485	25.0
LIBRARY JOBBERS	26354	7.7	4267	6.3	1653	1.9	2007	1.8	18427	20.6
ALL OTHER JOBBERS	56627	16.5	3449	5.1	94	0.1	49091	44.5	3993	4.4
UNSPECIFIED	34102		2949		116		4739		16065	
LIBRARIES & INSTITUTIONS (TOTAL)	48862	10.1	12426	13.3	14463	15.5	3148	2.6	17334	11.3
PUBLIC LIBRARIES	4416	1.1	1463	1.6	1525	1.7	64	0.1	1364	1.3
COLLEGES AND UNIVERSITIES	11048	2.6	2375	2.6	2986	3.2	1722	1.5	3734	3.5
SCHOOLS	2054	0.5	163	0.2	704	0.8	46	0.0	1141	1.1
OTHER	24603	5.9	8358	9.0	9122	9.9	1183	1.0	5829	5.5
UNSPECIFIED	6741		67		126		133		5266	
GOVERNMENT	9563	2.0	380	0.4	4312	4.6	714	0.6	2634	1.7
INDUSTRY	29238	6.0	6763	7.2	9542	10.2	3673	3.0	9006	5.9
SPECIAL SALES	17268	3.6	1487	1.6	760	0.8	9414	7.8	5063	3.3
INDIVIDUAL SALES (TOTAL)	168956	34.8	44932	48.1	50916	54.5	29588	24.5	38248	24.8
THROUGH SALESMEN	38401	8.7	11819	13.0	18567	19.8	6439	6.0	1000	0.8
BY MAIL	104750	23.7	28676	31.6	32301	34.6	17950	16.9	24317	19.3
CONVENTION SALES	11061	2.5	3283	3.5	48	0.1	1756	1.6	5932	4.7
UNSPECIFIED	14743		1154		0		3443		6998	
TOTAL	485056	100.0	93334	100.0	93440	100.0	120530	100.0	153868	100.0

TABLE B4 - NET SALES OF PROFESSIONAL BOOKS–BY GEOGRAPHICAL LOCATION

THOUSANDS OF DOLLARS - AS REPORTED BY 36 PUBLLISHERS

	ALL SALES		BUSINESS		LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
UNITED STATES	505698	84.8	102047	94.3	91716	97.2	116776	76.0	165104	81.6
CANADA	21929	3.7	2692	2.5	1558	1.7	8955	5.8	7248	3.6
FOREIGN (TOTAL)	68531	11.5	3521	3.3	1050	1.1	28004	18.2	29861	14.8
AUSTRALIA & N.ZEALAND	2787	0.6	250	0.2			1346	0.9	926	0.7
JAPAN	5217	1.0	42	0.0			3004	2.0	1262	0.9
OTHER ASIA	8148	1.6	778	0.8			1661	1.1	5208	3.9
UNITED KINGDOM	26801	5.4	1541	1.5			16790	10.9	7677	5.8
CONTINENTAL EUROPE	8189	1.6	580	0.6			2098	1.4	3307	2.5
AFRICA	435	0.1	3	0.0			272	0.2	151	0.1
MIDDLE EAST	2108	0.4	25	0.0			947	0.6	294	0.2
CARIBBEAN	428	0.1	13	0.0			330	0.2	72	0.1
LATIN AMERICA	2779	0.6	87	0.1			1319	0.9	734	0.6
MILITARY	295	0.1	11	0.0			237	0.2	47	0.0
UNSPECIFIED	11344		191				0		10182	
TOTAL	596158	100.0	108260	100.0	94323	100.0	153735	100.0	202213	100.0

In **Table B3,** as in other succeeding tables, the data appearing in the column headed "All Sales" do **not** represent a total of the items shown horizontally in the remaining columns. Some reporting publishers have provided breakdowns of sales by category of publication, summarized in the detail columns, while others have not. However, all sales reported, whether detailed in other columns or not, **are** included in the "All Sales" column.

The "Percentage of Total" shown in the detail columns represents the portion of sales in a publishing category marketed to the customer type listed in the stub. "Unspecified" amounts are allocated in proportion to amounts specifically reported, as explained in the Introduction to this Annual Statistics Report.

TABLE B5 - OPERATING DATA OF PROFESSIONAL BOOK PUBLISHERS-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS

	ALL PUBLISHERS			BUSINESS & LAW		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		%	MID-RANGE		%	MID-RANGE
GROSS SALES	528523	114.2	111.1 TO 119.8	106526	112.0	111.5 TO 127.4
RETURNS AND ALLOWANCES	65610	14.2	11.1 TO 19.8	11405	12.0	11.5 TO 27.4
NET SALES	462913	100.0	100.0 TO 100.0	95121	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	130373	28.2	21.8 TO 34.4	21634	22.7	18.4 TO 30.6
ROYALTIES	33401	7.2	4.0 TO 12.9	4943	5.2	5.1 TO 20.3
TOTAL COST OF SALES	163774	35.4	28.0 TO 44.6	26577	27.9	26.3 TO 41.5
GROSS MARGIN ON SALES	299139	64.6	55.4 TO 72.0	68544	72.1	58.5 TO 73.7
OTHER INCOME	7488	1.6	0.6 TO 3.0	718	0.8	0.5 TO 4.1
OPERATING EXPENSE						
EDITORIAL	43861	9.5	5.6 TO 12.6	11940	12.6	8.6 TO 14.5
PRODUCTION	11738	2.5	1.2 TO 4.3	387	0.4	0.6 TO 3.3
MARKETING	82631	17.9	14.4 TO 21.5	14291	15.0	11.2 TO 22.4
FULFILLMENT	23822	5.1	4.0 TO 9.5	4772	5.0	4.2 TO 6.7
GENERAL & ADMIN.	55455	12.0	11.2 TO 17.0	10759	11.3	9.9 TO 13.6
TOTAL OPERATING EXPENSE	217506	47.0	41.0 TO 62.6	42149	44.3	38.1 TO 56.1
INCOME FROM OPERATIONS*	89119	19.3	2.2 TO 21.8	27113	28.5	4.8 TO 32.5

* Operating expenses as reported above do not include certain corporate charges. Examples of items which may not be reported are corporate staff compensation, legal and accounting fees, interest costs, and other charges which are not directly applicable to a particular business segment. As a result, income from operations as expressed above does not reflect actual pre-tax operating margins.

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OPERATING DATA

Operating data of Professional Publishers is reported in two sections. The first section, **Tables B5 through B14,** provides some breakdown by category of publication; while the second section, **Tables B15 through B23,** analyzes the data by size of publisher.

Tables B5 and B15 are summary tables, offering composite income statements of the reporting publishers. The remaining tables detail specific expense areas.

Publishers, while asked to provide sales data on a calendar year basis, were given the option to furnish operating information on a fiscal year basis. 7 publishers exercised this option. The months terminating their reporting year are listed below, together with the number of publishers for each fiscal period:

March - 2
April - 1
June - 1
August - 1
October - 2

TABLE B5 - OPERATING DATA OF PROFESSIONAL BOOK PUBLISHERS-BY CATEGORY OF PUBLICATION

Continued from page B-7

	MEDICAL			TECH., SCIENT. & OTHER PROF'L		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		%	MID-RANGE		%	MID-RANGE
GROSS SALES	140951	113.9	114.3 TO 122.3	241015	114.8	108.8 TO 118.9
RETURNS AND ALLOWANCES	17183	13.9	14.3 TO 22.3	31141	14.8	8.8 TO 18.9
NET SALES	123768	100.0	100.0 TO 100.0	209873	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	39241	31.7	29.7 TO 38.6	53272	25.4	19.5 TO 32.2
ROYALTIES	13066	10.6	6.4 TO 15.4	12534	6.0	2.6 TO 12.0
TOTAL COST OF SALES	52307	42.3	37.4 TO 52.2	65806	31.4	26.2 TO 43.3
GROSS MARGIN ON SALES	71461	57.7	47.8 TO 62.5	144067	68.6	56.7 TO 73.8
OTHER INCOME	1108	0.9	-0.3 TO 1.2	5043	2.4	0.5 TO 4.2
OPERATING EXPENSE						
EDITORIAL	8650	7.0	6.3 TO 10.9	19364	9.2	6.4 TO 11.5
PRODUCTION	3624	2.9	0.9 TO 3.4	6561	3.1	1.2 TO 4.8
MARKETING	26109	21.1	5.8 TO 21.6	36463	17.4	13.9 TO 21.3
FULFILLMENT	5698	4.6	3.9 TO 9.3	10438	5.0	3.5 TO 9.8
GENERAL & ADMIN.	14140	11.4	8.3 TO 22.9	25308	12.1	11.1 TO 18.1
TOTAL OPERATING EXPENSE	58221	47.0	31.3 TO 50.6	98134	46.8	40.8 TO 62.4
INCOME FROM OPERATIONS*	14346	11.6	-0.2 TO 33.6	50976	24.3	2.5 TO 24.1

* Please see the corresponding note on page B-7.

TABLE B6 - MANUFACTURING EXPENSE-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $308,512,000

	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
BEGINNING INVENTORY	56315	18.3	5394	6.8	4828	34.0	32254	17.2
PURCHASES (TOTAL)	95206	30.9	21333	26.7	5994	42.2	55256	29.5
PLANT COSTS	24330	10.0	4764	6.0	2422	17.1	14986	10.0
PAPER, PRINTING & BINDING	50625	20.9	16569	20.7	3571	25.1	29102	19.5
UNSPECIFIED	20251		0		0		11167	
COST OF FREE BOOKS	1650	0.5	380	0.5	213	1.5	914	0.5
WRITE DOWNS	5068	1.6	771	1.0	480	3.4	3259	1.7
ENDING INVENTORY AFTER WRITE DOWNS	57008	18.5	4843	6.1	4460	31.4	36042	19.3
TOTAL MANUFACTURING EXP.	92862	30.1	21504	26.9	6149	43.3	50554	27.0

Continued on page B-9

TABLE B6 - MANUFACTURING EXPENSE-BY CATEGORY OF PUBLICATION

Continued from page B-8

The composite manufacturing cost figure in **Table B6** includes data that reflect varying treatments of plant costs. Since a leveling effect takes place when the data are consolidated, the possibility of distortion is minimized. Nevertheless, a publisher who compares has own data with the survey group should bear in mind that the inventory and purchase figures shown represent a mix that includes plant costs being amortized, plant costs that have been inventoried, and even some plant costs that have been written off on publication.

To place the survey data in perspective, the practices of some publishers participating in this 1990 Annual Statistics are listed here:

Written into inventory - 6 publishers
Written off on publication - 2 publishers

Amortized over 1 year - 1 publisher
Amortized over 3 years - 1 publisher
Amortized over 4 years - 1 publisher
Amortized over 5 years - 4 publishers
Amortized parallel to sales of first printing - 1 publisher
Amortized over life of book after publication - 1 publisher
Amortized by units of publ. method over 1-3 printings - 1 publisher

Costs over $100,000 are capitalized; all others are expensed as incurred - 1 publisher

Although this group of publishers reporting plant cost treatment is not identical to those whose manufacturing costs are reported and analyzed in **Tables B5 and B6,** the treatment report provides an indication of the proportion and the effect of the plant cost input on the analysis.

In addition, 9 publishers with a total net sales of $242.9 million reported having $47.4 million in unamortized plant costs on their balance sheets at year end. This represents 19.5% of net sales, and consists of 11.9% for unpublished books and 88.1% for published books.

TABLE B7 - ROYALTY EXPENSE-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $237,562,000

	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES PAID	15689	6.6			2199	14.7	8626	6.1
FEES IN LIEU OF ROYALTIES	477	0.2			0	0.0	477	0.3
ADVANCES WRITTEN OFF	213	0.1			68	0.5	90	0.1
TOTAL ROYALTIES	16378	6.9			2267	15.2	9193	6.5

Business and Law data have been suppressed to prevent disclosure.

TABLE B8 - OTHER PUBLISHING INCOME-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 15 PUBLISHERS OF PROFESSIONAL
BOOKS, WITH TOTAL NET SALES OF $237,502,000

	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SUBSIDIARY RIGHTS (TOTL)	2606	1.2			1672	1.4	675	1.0
REPRINT	36	0.0			2	0.0	12	0.0
BOOK CLUB	272	0.1			53	0.0	212	0.3
PERMISSIONS	208	0.1			13	0.0	25	0.0
FOREIGN & TRANSLATION	886	0.4			731	0.6	105	0.2
OTHER	1120	0.5			855	0.7	255	0.4
UNSPECIFIED	84				19		65	
GENERAL	256	0.1			-557	-0.5	416	0.6
TOTAL OTHER INCOME	2862	1.2			1115	0.9	1091	1.6

Business and Law data have been suppressed to prevent disclosure.

TABLE B9 - EDITORIAL EXPENSE-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS OF PROFESSIONAL
BOOKS, WITH TOTAL NET SALES OF $333,950,000

	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL EXPENSE								
SALARIES	20037	6.0	6351	11.7	4572	4.1	6798	5.0
BENEFITS	4082	1.2	1324	2.4	959	0.9	1382	1.0
OUTSIDE EDITORIAL EXP	1936	0.6	370	0.7	530	0.5	676	0.5
TRAVEL & ENTERTAINMNT	2158	0.6	102	0.2	993	0.9	735	0.5
OTHER	5261	1.6	1357	2.5	1474	1.3	1943	1.4
TOTAL EDITORIAL EXPENSE	33474	10.0	9504	17.5	8528	7.6	11534	8.5

TABLE B10 - PRODUCTION EXPENSE-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $411,690,000

	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION EXPENSE								
SALARIES	7557	1.8	200	0.6	2122	1.8	4401	2.5
BENEFITS	1613	0.4	48	0.1	475	0.4	919	0.5
OUTSIDE PRODUCT'N EXP	691	0.2	21	0.1	499	0.4	154	0.1
OTHER	1255	0.3	60	0.2	528	0.5	522	0.3
TOTAL PRODUCTION EXPENSE	11115	2.7	329	1.0	3624	3.1	5995	3.3

TABLE B11 - MARKETING EXPENSE-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $345,915,000

	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SELLING EXPENSE								
SALESMEN'S SALARIES & COMMISSIONS	15829	4.6	4937	9.1	7985	6.7	2781	1.9
SALESMEN'S BENEFITS	2421	0.7	790	1.5	1359	1.1	271	0.2
SALESMEN'S TRAVEL & ENTERTAINMENT	3492	1.0	1383	2.5	1510	1.3	583	0.4
DEPARTMENTAL SALARIES	3608	1.0	531	1.0	1242	1.0	1491	1.0
DEPARTMENTAL BENEFITS	592	0.2	108	0.2	140	0.1	291	0.2
DEPARTMENTAL TRAVEL & ENTERTAINMENT	711	0.2	73	0.1	411	0.3	212	0.1
OTHER	1760	0.5	692	1.3	-1107	-0.9	2023	1.4
TOTAL SELLING EXPENSE	28412	8.2	8514	15.6	11541	9.6	7651	5.3
PROMOTION								
DEPARTMENTAL SALARIES	6424	1.9	274	0.5	1977	1.7	3223	2.2
BENEFITS	1259	0.4	90	0.2	377	0.3	589	0.4
SPACE ADVERTISING	2814	0.8	173	0.3	473	0.4	1313	0.9
CATALOGS & DIRECT MAIL (TOTAL)	15497	4.5	1333	2.4	5027	4.2	8710	6.0
CATALOGS	2722	0.8	115	0.2	171	0.1	2381	1.6
DIRECT MAIL	10039	2.9	819	1.5	4856	4.1	4219	2.9
UNSPECIFIED	2735		399		0		2109	
PUBLICITY	1080	0.3	20	0.0	20	0.0	412	0.3
FREE COPIES	2976	0.9	318	0.6	1934	1.6	722	0.5
EXHIBITS	2257	0.7	226	0.4	775	0.6	908	0.6
OTHER	8811	2.5	368	0.7	4631	3.9	3733	2.6
TOTAL PROMOTION EXPENSE	41117	11.9	2800	5.1	15213	12.7	19606	13.5
TOTAL MARKETING EXPENSE	69529	20.1	11315	20.8	26754	22.4	27257	18.8

TABLE B12 - FULFILLMENT EXPENSE-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS

5 PUBLISHERS WITH NET SALES OF $119,715,000 -- INTERNAL FACILITIES	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING								
SALARIES	1775	1.5			1274	1.4		
BENEFITS	444	0.4			294	0.3		
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	795	0.7			413	0.4		
EQUIPMENT & SUPPLIES	57	0.0			3	0.0		
OTHER	961	0.8			901	1.0		
TOTAL ORDER PROCESSING	4031	3.4			2886	3.1		
SHIPPING & WAREHOUSING								
SALARIES	2624	2.2			2093	2.2		
BENEFITS	479	0.4			322	0.3		
OCCUPANCY	821	0.7			217	0.2		
EQUIPMENT & SUPPLIES	1110	0.9			874	0.9		
TRANSPORTATION CHRGES	396	0.3			38	0.0		
OTHER	-1811	-1.5			-1722	-1.8		
TOTAL SHIPPING AND WAREHOUSING	3618	3.0			1823	1.9		
TOTAL FULFILLMENT EXP. OF PUBLISHERS UTILIZING INTERNAL FACILITIES	7649	6.4			4709	5.0		

Business and Law & Technical and Scientific data have been suppressed to prevent disclosure.

THOUSANDS OF DOLLARS

8 PUBLISHERS WITH NET SALES OF $189,759,000 -- SPLIT FACILITIES	ALL PUBLISHERS	
	$	PCT-NET SALES
ORDER PROCESSING		
SALARIES	3175	1.7
BENEFITS	560	0.3
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	625	0.3
EQUIPMENT & SUPPLIES	183	0.1
OTHER	688	0.4
TOTAL ORDER PROCESSING	5231	2.8
SHIPPING & WAREHOUSING		
SALARIES	0	0.0
BENEFITS	0	0.0
OCCUPANCY	587	0.3
EQUIPMENT & SUPPLIES	5	0.0
TRANSPORTATION CHRGES	-336	-0.2
OTHER	72	0.0
Continued		
TOTAL SHIPPING AND WAREHOUSING	328	0.2
TOTAL FULFILLMENT EXP. UTILIZING INTERNAL FACILITIES	5559	2.9
ORDER PROCESSING	133	0.1
SHIPPING & WAREHOUSING	4027	2.1
TOTAL FULFILLMENT EXP. EMPLOYING OUTSIDE SERVICES	4160	2.2
TOTAL FULFILLMENT EXPENSE	9719	5.1

TABLE B13 - GENERAL AND ADMINISTRATIVE EXPENSE-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL
BOOKS, WITH TOTAL NET SALES OF $390,689,000

	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	6959	1.8	1637	2.1	1884	2.0	2884	1.6
MANAGEMENT BENEFITS	1650	0.4	517	0.7	422	0.4	612	0.3
ACCOUNTING SALARIES	4811	1.2	948	1.2	718	0.8	2286	1.3
ACCOUNTING BENEFITS	1107	0.3	354	0.5	188	0.2	363	0.2
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	2849	0.7	331	0.4	1310	1.4	560	0.3
GENERAL OFFICE BENEFITS	646	0.2	76	0.1	292	0.3	135	0.1
GENERAL TRAVEL AND ENTERTAINMENT	1164	0.3	170	0.2	554	0.6	341	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	6911	1.8	1118	1.4	2328	2.4	2747	1.5
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	9045	2.3	1779	2.3	984	1.0	5225	2.9
OTHER TAXES (EXCEPT INC. (& PAYROLL TAXES)	491	0.1	0	0.0	192	0.2	273	0.1
PERSONAL PROP. TAXES	102	0.0	0	0.0	34	0.0	47	0.0
ALL OTHER	370	0.1	0	0.0	149	0.2	215	0.1
UNSPECIFIED	19		0		9		11	
OTHER	12032	3.1	3081	3.9	3400	3.6	4708	2.6
TOTAL GENERAL & ADMINISTRATIVE EXPENSE	47664	12.2	10010	12.7	12272	12.8	20134	11.1

TABLE B14 - SUMMARY OF EMPLOYEE BENEFITS EXPENSE-BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL
BOOKS, WITH TOTAL NET SALES OF $241,812,000

	ALL PUBLISHERS		BUSINESS, LAW		MEDICAL		TECH., SCIENT. & OTHER PROF'L	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PENSIONS	1246	0.5	274	0.4	-54	-0.0	558	0.6
DEFERRED PROFIT SHARING	880	0.4	241	0.3	434	0.4	177	0.2
HOSPITALIZATION & GROUP INSURANCE	4096	1.7	1112	1.4	1101	1.0	1409	1.6
PAYROLL TAXES	3920	1.6	796	1.0	1235	1.1	1478	1.7
OTHER	1464	0.6	132	0.2	890	0.8	237	0.3
TOTAL EMPLOYEE BENEFITS	11607	4.8	2555	3.3	3605	3.2	3859	4.4

TABLE B15 - OPERATING DATA OF PROFESSIONAL BOOK PUBLISHERS-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS

	ALL PUBLISHERS			10 PUBLISHERS WITH NET SALES UP TO $10 MILLION		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		%	MID-RANGE		%	MID-RANGE
GROSS SALES	528523	114.2	111.1 TO 119.8	53013	115.8	108.7 TO 119.1
RETURNS AND ALLOWANCES	65610	14.2	11.1 TO 19.8	7226	15.8	8.7 TO 19.1
NET SALES	462913	100.0	100.0 TO 100.0	45787	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	130373	28.2	21.8 TO 34.4	16696	36.5	20.4 TO 37.3
ROYALTIES	33401	7.2	4.0 TO 12.9	4259	9.3	5.1 TO 13.3
TOTAL COST OF SALES	163774	35.4	28.0 TO 44.6	20955	45.8	26.2 TO 45.2
GROSS MARGIN ON SALES	299139	64.6	55.4 TO 72.0	24831	54.2	54.8 TO 73.8
OTHER INCOME	7488	1.6	0.6 TO 3.0	1116	2.4	0.6 TO 4.5
OPERATING EXPENSE						
EDITORIAL	43861	9.5	5.6 TO 12.6	5325	11.6	5.6 TO 14.2
PRODUCTION	11738	2.5	1.2 TO 4.3	1767	3.9	2.1 TO 6.1
MARKETING	82631	17.9	14.4 TO 21.5	8012	17.5	13.7 TO 21.5
FULFILLMENT	23822	5.1	4.0 TO 9.5	3873	8.5	5.3 TO 11.7
GENERAL & ADMIN.	55455	12.0	11.2 TO 17.0	8109	17.7	13.4 TO 24.1
TOTAL OPERATING EXPENSE	217506	47.0	41.0 TO 62.6	27086	59.2	51.0 TO 73.5
INCOME FROM OPERATIONS*	89123	19.3	2.2 TO 21.8	-1139	-2.5	-5.8 TO 20.4

Continued on page B-15

* Operating expenses as reported above do not include certain corporate charges. Examples of items which may not be reported are corporate staff compensation, legal and accounting fees, interest costs, and other charges which are not directly applicable to a particular business segment. As a result, income from operations as expressed above does not reflect actual pre-tax operating margins.

TABLE B15 - OPERATING DATA OF PROFESSIONAL BOOK PUBLISHERS-BY SIZE OF PUBLISHER

Continued from page B-14

	5 PUBLISHERS WITH NET SALES $10 TO $25 MILLION			5 PUBLISHERS WITH NET SALES ABOVE $25 MILLION		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		%	MID-RANGE		%	MID-RANGE
GROSS SALES	131084	119.3	117.8 TO 120.7	344425	112.1	107.8 TO 118.6
RETURNS AND ALLOWANCES	21233	19.3	17.8 TO 20.7	37151	12.1	7.8 TO 18.6
NET SALES	109851	100.0	100.0 TO 100.0	307275	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	35126	32.0	24.6 TO 40.8	78551	25.6	19.2 TO 30.1
ROYALTIES	10618	9.7	3.3 TO 14.9	18524	6.0	1.9 TO 12.9
TOTAL COST OF SALES	45744	41.6	34.3 TO 49.3	97075	31.6	25.7 TO 41.5
GROSS MARGIN ON SALES	64107	58.4	50.7 TO 65.7	210199	68.4	58.5 TO 74.3
OTHER INCOME	824	0.8	0.2 TO 1.4	5548	1.8	1.1 TO 12.4
OPERATING EXPENSE						
EDITORIAL	9395	8.6	5.8 TO 10.9	29141	9.5	5.4 TO 15.3
PRODUCTION	2891	2.6	0.9 TO 4.7	7080	2.3	0.6 TO 3.9
MARKETING	21905	19.9	15.9 TO 22.9	52714	17.2	12.5 TO 21.0
FULFILLMENT	6174	5.6	2.9 TO 8.4	13775	4.5	3.6 TO 6.5
GENERAL & ADMIN.	14557	13.3	9.7 TO 15.8	32789	10.7	6.7 TO 14.1
TOTAL OPERATING EXPENSE	54922	50.0	42.2 TO 54.9	135498	44.1	34.7 TO 53.8
INCOME FROM OPERATIONS*	10009	9.1	3.5 TO 15.4	80249	26.1	16.0 TO 34.8

TABLE B16 - MANUFACTURING EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $308,512,000

	ALL PUBLISHERS		9 PUBLISHERS WITH NET SALES UP TO $10 MILLION		4 PUBLISHERS WITH NET SALES $10 TO $25 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $25 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
BEGINNING INVENTORY	56315	18.3	18931	44.0	22922	31.4	14462	7.5
PURCHASES (TOTAL)	95206	30.9	16391	38.1	32164	44.1	46651	24.2
PLANT COSTS	24330	10.0	6411	18.2	6791	20.1	11128	5.8
PAPER, PRINTING & BINDING	50625	20.9	6995	19.9	8107	24.0	35523	18.5
UNSPECIFIED	20251		2984		17267		0	
COST OF FREE BOOKS	1650	0.5	459	1.1	718	1.0	473	0.2
WRITE DOWNS	5068	1.6	1240	2.9	1738	2.4	2090	1.1
ENDING INVENTORY AFTER WRITE DOWNS	57008	18.5	17877	41.6	26509	36.3	12623	6.6
TOTAL MANUFACTURING EXP.	92862	30.1	16986	39.5	27860	38.2	48017	25.0

See also the discussion following Table B-6.

TABLE B17 - ROYALTY EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $237,562,000

	ALL PUBLISHERS		9 PUBLISHERS WITH NET SALES UP TO $10 MILLION		5 PUBLISHERS WITH NET SALES $10 TO $25 MILLION		2 PUBLISHERS WITH NET SALES ABOVE $25 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES PAID	15689	6.6	4059	19.5	7387	10.2		
FEES IN LIEU OF ROYALTIES	477	0.2	3	0.0	293	0.4		
ADVANCES WRITTEN OFF	213	0.1	90	0.3	102	0.1		
TOTAL ROYALTIES	16378	6.9	4153	9.7	7782	10.7		

Data for Publishers with Sales Above $25 Million have been suppressed to prevent disclosure.

TABLE B18 - EDITORIAL EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $333,950,000

	ALL PUBLISHERS		9 PUBLISHERS WITH NET SALES UP TO $10 MILLION		5 PUBLISHERS WITH NET SALES $10 TO $25 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $25 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL EXPENSE								
SALARIES	20037	6.0	2999	8.5	5047	4.7	11991	5.9
BENEFITS	4082	1.2	493	1.4	1253	1.1	2335	1.1
OUTSIDE EDITORIAL EXP	1936	0.6	533	1.5	737	0.7	667	0.3
TRAVEL & ENTERTAINMNT	2158	0.6	378	1.1	836	0.8	944	0.5
OTHER	5261	1.6	664	1.9	1523	1.4	3074	1.5
TOTAL EDITORIAL EXPENSE	33474	10.0	5067	14.4	9395	8.6	19011	9.3

TABLE B19 - PRODUCTION EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $411,690,000

	ALL PUBLISHERS		8 PUBLISHERS WITH NET SALES UP TO $10 MILLION		5 PUBLISHERS WITH NET SALES $10 TO $25 MILLION		4 PUBLISHERS WITH NET SALES ABOVE $25 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION EXPENSE								
SALARIES	7557	1.8	1076	2.8	2092	2.2	4389	1.6
BENEFITS	1613	0.4	202	0.5	363	0.4	1048	0.4
OUTSIDE PRODUCT'N EXP	691	0.2	38	0.1	154	0.2	498	0.2
OTHER	1255	0.3	219	0.6	187	0.2	849	0.3
TOTAL PRODUCTION EXPENSE	11115	2.7	1535	4.0	2797	2.9	6783	2.4

TABLE B20 - MARKETING EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $345,915,000

	ALL PUBLISHERS		10 PUBLISHERS WITH NET SALES UP TO $10 MILLION		5 PUBLISHERS WITH NET SALES $10 TO $25 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $25 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SELLING EXPENSE								
SALESMEN'S SALARIES & COMMISSIONS	15829	4.6	462	1.0	2188	2.3	13179	6.4
SALESMEN'S BENEFITS	2421	0.7	3	0.0	244	0.3	2174	1.1
SALESMEN'S TRAVEL & ENTERTAINMENT	3492	1.0	30	0.1	477	0.5	2984	1.5
DEPARTMENTAL SALARIES	3608	1.0	741	1.6	1433	1.5	1434	0.7
DEPARTMENTAL BENEFITS	592	0.2	123	0.3	236	0.2	233	0.1
DEPARTMENTAL TRAVEL & ENTERTAINMENT	711	0.2	84	0.2	264	0.3	362	0.2
OTHER	1760	0.5	229	0.5	1176	1.2	355	0.2
TOTAL SELLING EXPENSE	28412	8.2	1673	3.7	6017	6.3	20722	10.1
PROMOTION								
DEPARTMENTAL SALARIES	6424	1.9	1192	2.6	2241	2.3	2992	1.5
BENEFITS	1259	0.4	193	0.4	438	0.5	628	0.3
SPACE ADVERTISING	2814	0.8	1244	2.7	409	0.4	1161	0.6
CATALOGS & DIRECT MAIL (TOTAL)	15497	4.5	2270	5.0	7360	7.7	5867	2.9
CATALOGS	2722	0.8	565	1.2	2087	2.2	70	0.0
DIRECT MAIL	10039	2.9	1472	3.2	5046	5.3	3522	1.7
UNSPECIFIED	2735		233		227		2275	
PUBLICITY	1080	0.3	86	0.2	656	0.7	338	0.2
FREE COPIES	2976	0.9	485	1.1	901	0.9	1589	0.8
EXHIBITS	2257	0.7	556	1.2	870	0.9	831	0.4
OTHER	8811	2.5	367	0.8	2550	2.7	5894	2.9
TOTAL PROMOTION EXPENSE	41117	11.9	6392	14.0	15425	16.2	19300	9.4
TOTAL MARKETING EXPENSE	69529	20.1	8065	17.6	21443	22.5	40022	19.5

TABLE B21 - FULFILLMENT EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS

5 PUBLISHERS WITH NET SALES OF $119,715,000 UTILIZING INTERNAL FACILITIES	ALL PUBLISHERS		3 PUBLISHERS WITH NET SALES UP TO $10 MILLION		1 PUBLISHER WITH NET SALES $10 TO $25 MILLION		1 PUBLISHER WITH NET SALES ABOVE $25 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING								
SALARIES	1775	1.5	380	1.5				
BENEFITS	444	0.4	91	0.4				
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	795	0.7	181	0.7				
EQUIPMENT & SUPPLIES	57	0.0	57	0.2				
OTHER	961	0.8	51	0.2				
TOTAL ORDER PROCESSING	4031	3.4	759	3.0				
SHIPPING & WAREHOUSING								
SALARIES	2624	2.2	375	1.5				
BENEFITS	479	0.4	75	0.3				
OCCUPANCY	821	0.7	519	2.1				
EQUIPMENT & SUPPLIES	1110	0.9	180	0.7				
TRANSPORTATION CHRGES	396	0.3	419	1.7				
OTHER	-1811	-1.5	-71	-0.3				
TOTAL SHIPPING AND WAREHOUSING	3618	3.0	1497	5.9				
TOTAL FULFILLMENT EXP. OF PUBLISHERS UTILIZING INTERNAL FACILITIES	7649	6.4	2256	8.9				

Data for Publishers with Net Sales $10-$25 Million and for Publishers with Net Sales Above $25 Million have been suppressed to prevent disclosure.

TABLE B22 - GENERAL AND ADMINISTRATIVE EXPENSE-BY SIZE OF PUBLISHER

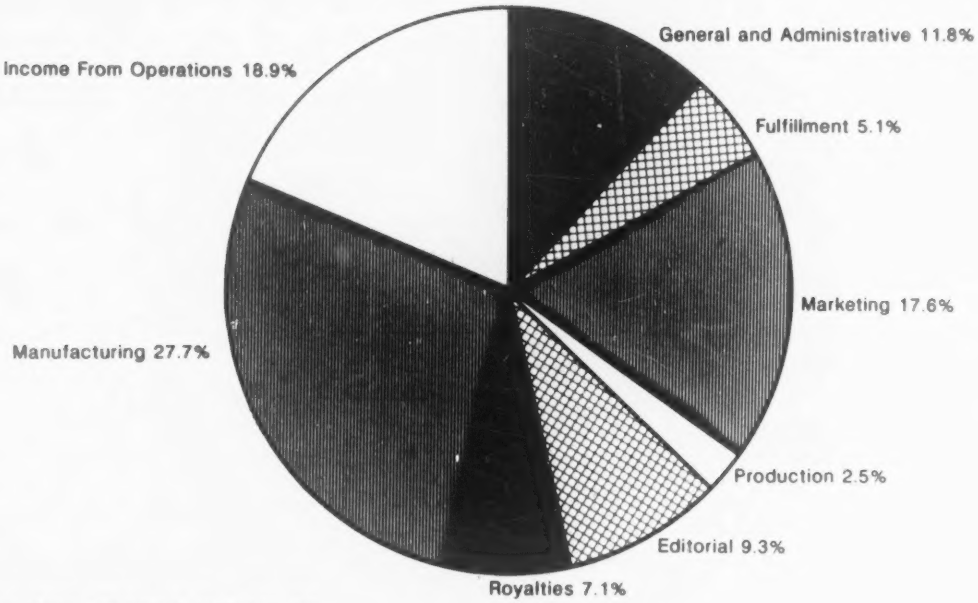
THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $390,689,000

	ALL PUBLISHERS		8 PUBLISHERS WITH NET SALES UP TO $10 MILLION		4 PUBLISHERS WITH NET SALES $10 TO $25 MILLION		4 PUBLISHERS WITH NET SALES ABOVE $25 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	6959	1.8	1486	3.7	2053	2.8	3419	1.2
MANAGEMENT BENEFITS	1650	0.4	259	0.6	357	0.5	1033	0.4
ACCOUNTING SALARIES	4811	1.2	921	2.3	1197	1.6	2694	1.0
ACCOUNTING BENEFITS	1107	0.3	142	0.3	349	0.5	616	0.2
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	2849	0.7	595	1.5	727	1.0	1527	0.6
GENERAL OFFICE BENEFITS	646	0.2	181	0.4	152	0.2	313	0.1
GENERAL TRAVEL AND ENTERTAINMENT	1164	0.3	165	0.4	254	0.3	745	0.3
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	6911	1.8	395	1.0	1676	2.3	4840	1.7
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	9045	2.3	1710	4.2	2424	3.3	4910	1.8
OTHER TAXES (EXCEPT INC. & PAYROLL TAXES)	491	0.1	62	0.2	193	0.3	236	0.1
PERSONAL PROP. TAXES	102	0.0	22	0.1	31	0.0	49	0.0
ALL OTHER	370	0.1	22	0.1	162	0.2	186	0.1
UNSPECIFIED	19		19		0		0	
OTHER	12032	3.1	1191	2.9	3241	4.4	7600	2.7
TOTAL GENERAL & ADMINISTRATIVE EXPENSE	47664	12.2	7108	17.5	12624	17.3	27933	10.1

TABLE B23 - SUMMARY OF EMPLOYEE BENEFITS EXPENSE-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $241,812,000

	ALL PUBLISHERS		8 PUBLISHERS WITH NET SALES UP TO $10 MILLION		5 PUBLISHERS WITH NET SALES $10 TO $25 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $25 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PENSIONS	1246	0.5	526	1.5	611	0.6	109	0.1
DEFERRED PROFIT SHARING	880	0.4	33	0.1	487	0.5	361	0.3
HOSPITALIZATION & GROUP INSURANCE	4096	1.7	560	1.6	1433	1.5	2102	1.9
PAYROLL TAXES	3920	1.6	537	1.5	1224	1.3	2158	1.9
OTHER	1464	0.6	85	0.2	460	0.5	919	0.8
TOTAL EMPLOYEE BENEFITS	11607	4.8	1742	4.9	4215	4.4	5649	5.1



Based on data reported in Table B5
Income (100%) equals Net Sales (98.4%) plus Other Income (1.6%)

FIGURE B2 - 1990 DISPOSITION OF INCOME BY PROFESSIONAL PUBLISHERS

TABLE B24 - EMPLOYEE DATA

AS REPORTED BY 17 PUBLISHERS OF PROFESSIONAL
BOOKS, EMPLOYING 2,348 TOTAL STAFF
(NET SALES PER EMPLOYEE -- $160,780)

	PERCENT OF TOTAL	
	AVERAGE	MID-RANGE
EDITORIAL	23.9	14.2 TO 27.6
PRODUCTION	15.8	8.8 TO 20.1
MARKETING (TOTAL)	21.6	10.4 TO 25.6
SALESMEN	8.3	4.0 TO 12.3
SALES DEPARTMENT	6.1	3.1 TO 13.4
PROMOTION	6.1	6.8 TO 16.7
UNSPECIFIED	1.1	
FULFILLMENT (TOTAL)	16.9	17.1 TO 29.5
ORDER PROCESSING	9.8	7.6 TO 19.2
SHIPPING & WAREHOUS'G	5.4	8.5 TO 13.6
UNSPECIFIED	1.6	
ADMINISTRATIVE MANAGEM'T	6.8	3.0 TO 11.8
GENERAL OFFICE	13.6	8.0 TO 24.4
OTHER	1.3	2.4 TO 19.2
EMPLOYEES PER $100,000 SALES	0.6	0.5 TO 0.8

TABLE B25 - BILLINGS AND RECEIVABLES

OF PROFESSIONAL BOOK PUBLISHERS

	NUMBER OF PUBL. REP'TG	AMOUNT
NET SALES ($000)	13	234474
NUMBER OF INVOICES ANNUALLY (000)	12	1154
AVERAGE INV. VALUE-$		194.58
NUMBER OF CREDIT MEMOS ANNUALLY (000)	10	113
ACC'TS RECEIVABLE (AT YEAR END - $000)	13	64414
A/R AS PCT OF NET SLS		27.5
ACC'TS RECEIVABLE - AGED TOTAL ($000)	11	33235
PCT. CURRENT		66.7
PCT. PAST DUE		
1-30 DAYS		15.0
31-60 DAYS		8.0
61 DAYS & OVER		10.3
BAD DEBT RESERVE ($000)	11	3985
PCT. OF NET SALES		1.8
PCT. OF ACC'TS RECE.		6.0
BAD DEBT LOSSES ($000)	11	509
PCT. OF NET SALES		0.4
PCT. OF ACC'TS RECE.		1.2
AVERAGE COLLECTION PERIOD (DAYS)	11	89
RANGE (DAYS)		59-122

TABLE B26 - INVENTORY TURNOVER

OF PROFESSIONAL BOOK PUBLISHERS

	NUMBER OF PUBL. REP'TS	NET SALES ($000)	INV. TURN-OVER
BUSINESS	2		
LAW	3		
MEDICAL	5	19815	1.3
TECH., SCIENT. & OTHER	13	184008	1.4
SALES UP TO $10 MILLION	9	43008	0.9
SALES $10 TO $25 MILLION	4	87324	1.1
SALES ABOVE $25 MILLION	3	192388	3.4

In **Table B26** inventory turnover is established by dividing Total Manufacturing Cost by the average of "Beginning Inventory" and "Ending Inventory After Writedowns". For pertinent definitions, refer to pages B1 and B2 of Operating Data Questionnaire Form B. Also please note the text comments on plant costs and plant cost treatment following **Table B6.**

In comparing his own inventory turnover with that reported here, a publisher should bear in mind not only the possible impact of plant cost treatment on inventory values, but also the variations in such values resulting from differing writedown policies. Most writedown practices in the industry must, perforce, be based on the subjective judgement of market values, reflecting varying life expectancies and turnover of product lines and individual titles. A publisher must keep his own sales patterns in mind, therefore, when making the comparison.

SECTION C - MASS MARKET PAPERBACK PUBLISHERS

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM C (available on request from the AAP New York Office) to insure the correct interpretation of this report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION should be reviewed for a full understanding of the tables and text.

Table C1 provides a sales summary based on data reported by 9 rack-size book publishers and by 6 non-rack-size publishers.

These publishers of mass market paperbacks reported net sales of $1139.3 million to this 1990 Survey. Of these sales $963.0 million were in rack-sized books (i.e. books measuring 4-1/4" x 7-1/8") and $176.3 million were in non-rack-sized books (including a range of paperback books, smaller and larger than rack-sized, but excluding non-book products.) Based on our **Table S1** estimate of 1990 industry sales ($1148.6 million), the participating rack-size publishers appear to represent some 83.8% of this industry segment.

Table C2 provides a breakdown of these sales by type of customer. **Table C3,** new this year, gives net sales by broad geographical areas, and **Table C4** and subsequent tables are devoted to reporting operating, balance sheet, and employee data.

TABLE C1 - SALES OF MASS MARKET PAPERBACKS

MILLIONS OF DOLLARS AND UNITS - AS REPORTED BY 9 PUBLISHERS

A. RACK-SIZED BOOKS	1990			1989			PERCENT CHANGE 90/89		
	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT
GROSS SALES	1622.4	678.5	2.391	1508.5	667.8	2.259	7.5	1.6	5.8
CREDITED RETURNS	659.4	265.9	2.480	589.7	255.6	2.307	11.8	4.0	7.5
NET SALES	963.0	412.6	2.334	918.8	412.1	2.229	4.8	0.1	4.7
PERCENT RETURNS TO GROSS	40.6	39.2		39.1	38.3		3.8	2.3	

	1988			PERCENT CHANGE 90/88			PERCENT CHANGE 89/88		
	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT
GROSS SALES	1479.9	702.4	2.107	9.6	-3.4	13.5	1.9	-4.9	7.2
CREDITED RETURNS	588.9	267.5	2.201	12.0	-0.6	12.7	0.1	-4.4	4.8
NET SALES	891.1	434.9	2.049	8.1	-5.1	13.9	3.1	-5.8	8.8
PERCENT RETURNS TO GROSS	39.8	38.1		2.0	2.9		-1.8	0.5	

Continued on page C-2

TABLE C1 - SALES OF MASS MARKET PAPERBACKS

Continued from page C-1

MILLIONS OF DOLLARS AND UNITS - AS REPORTED BY 6 PUBLISHERS

B. NON-RACK-SIZED BOOKS	1990			1989			PERCENT CHANGE 90/89		
	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT
GROSS SALES	236.9	60.3	3.929	212.7	55.4	3.842	11.4	8.9	2.3
CREDITED RETURNS	60.5	13.2	4.571	43.5	10.3	4.229	39.0	28.6	8.1
NET SALES	176.3	47.0	3.749	169.1	45.1	3.754	4.3	4.4	-0.1
PERCENT RETURNS TO GROSS	25.6	22.0		20.5	18.6		24.9	18.3	

	1988			PERCENT CHANGE 90/88			PERCENT CHANGE 89/88		
	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT
GROSS SALES	171.8	43.1	3.981	37.9	39.7	-1.3	23.8	28.3	-3.5
CREDITED RETURNS	31.8	6.8	4.681	90.4	95.0	-2.3	37.0	51.6	-9.7
NET SALES	140.0	36.4	3.851	26.0	29.4	-2.6	20.8	24.0	-2.5
PERCENT RETURNS TO GROSS	18.5	15.7		38.4	40.1		10.8	18.5	

TABLE C2a - SALES OF RACK-SIZED MASS MARKET PAPERBACKS-BY TYPE OF CUSTOMER

THOUSANDS OF DOLLARS AND UNITS AS REPORTED BY 9 PUBLISHERS

RACK-SIZED BOOKS 1990	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	576576	229890	2.508						
REORDERS	201061	79754	2.521						
TOTAL WHOLESALERS	777637	309644	2.511	452193	181881	2.486	325444	127763	2.547
DIRECT ACCOUNTS									
JOBBERS	302207	131031	2.306	73832	31774	2.324	228375	99257	2.301
RETAILERS	356528	141460	2.520	106822	40455	2.641	249706	101005	2.472
EXPORT & MILITARY	27802	13565	2.050	6823	3223	2.116	20979	10340	2.029
TOTAL DIRECT	686537	286056	2.400	187477	75454	2.485	499060	210602	2.370
SPECIAL SALES	158208	82786	1.911	19681	8567	2.297	138527	74219	1.866
TOTAL	1622382	678486	2.391	659351	265902	2.480	963031	412584	2.334
WEIGHTED AVERAGE COVER PRICE ($)	4.468								

Continued on page C-3

TABLE C2a - SALES OF RACK-SIZED MASS MARKET PAPERBACKS-BY TYPE OF CUSTOMER

Continued from page C-2

RACK-SIZED BOOKS 1989	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	558892	231175	2.418						
REORDERS	192114	83302	2.306						
TOTAL WHOLESALERS	751006	314477	2.388	397586	171635	2.316	353420	142842	2.474
DIRECT ACCOUNTS									
JOBBERS	252809	118921	2.126	61607	27739	2.221	191202	91182	2.097
RETAILERS	346025	151453	2.285	106955	45067	2.373	239070	106386	2.247
EXPORT & MILITARY	24160	13783	1.753	8213	4165	1.972	15947	9618	1.658
TOTAL DIRECT	622994	284157	2.192	176775	76971	2.297	446219	207186	2.154
SPECIAL SALES	134497	69135	1.945	15362	7036	2.183	119135	62099	1.918
TOTAL	1508497	667769	2.259	589723	255642	2.307	918774	412127	2.229
WEIGHTED AVERAGE COVER PRICE ($)	4.306								

RACK-SIZED BOOKS 1988	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	496901	216591	2.294						
REORDERS	221783	100093	2.216						
TOTAL WHOLESALERS	718684	316684	2.269	395523	179456	2.204	323161	137228	2.355
DIRECT ACCOUNTS									
JOBBERS	235391	116342	2.023	60769	28337	2.145	174622	88005	1.984
RETAILERS	346029	161823	2.138	99207	43506	2.280	246822	118317	2.086
EXPORT & MILITARY	24548	15956	1.538	8782	4574	1.920	15766	11382	1.385
TOTAL DIRECT	605968	294121	2.060	168758	76417	2.208	437210	217704	2.008
SPECIAL SALES	155275	91642	1.694	24578	11658	2.108	130697	79984	1.634
TOTAL	1479927	702447	2.107	588859	267531	2.201	891068	434916	2.049
WEIGHTED AVERAGE COVER PRICE ($)	4.112								

WEIGHTED AVERAGE COVER PRICE

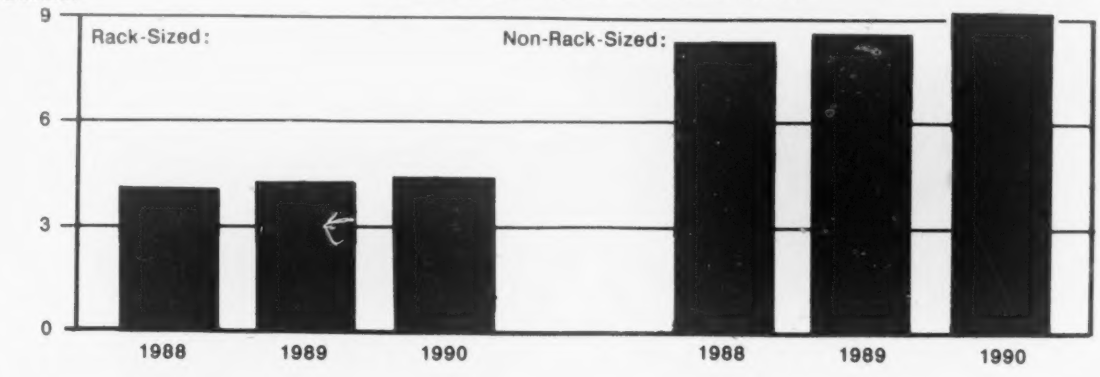


TABLE C2b - SALES OF NON-RACK-SIZED MASS MARKET PAPERBACKS-BY TYPE OF CUSTOMER

THOUSANDS OF DOLLARS AND UNITS AS REPORTED BY 6 PUBLISHERS

NON-RACK-SIZED BOOKS 1990	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	20862	5691	3.666						
REORDERS	10527	2662	3.955						
TOTAL WHOLESALERS	31389	8353	3.758	15221	4681	3.252	16168	3672	4.403
DIRECT ACCOUNTS									
JOBBERS	73000	17061	4.279	16715	3370	4.960	56285	13691	4.111
RETAILERS	117143	24139	4.853	27732	4868	5.697	89411	19271	4.640
EXPORT & MILITARY	4069	1069	3.806	475	118	4.025	3594	951	3.779
TOTAL DIRECT	194212	42269	4.595	44922	8356	5.376	149290	33913	4.402
SPECIAL SALES	11258	9658	1.166	381	205	1.859	10877	9453	1.151
TOTAL	236859	60280	3.929	60524	13242	4.571	176335	47038	3.749
WEIGHTED AVERAGE COVER PRICE ($)	9.250								

NON-RACK-SIZED BOOKS 1989	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	29394	7431	3.956						
REORDERS	11079	2894	3.828						
TOTAL WHOLESALERS	40473	10355	3.909	9738	3215	3.029	30735	7140	4.305
DIRECT ACCOUNTS									
JOBBERS	54471	14099	3.863	12922	2800	4.615	41549	11299	3.677
RETAILERS	101743	20784	4.895	20368	4088	4.982	81375	16696	4.874
EXPORT & MILITARY	3418	1179	2.899	360	108	3.333	3058	1071	2.855
TOTAL DIRECT	159632	36062	4.427	33650	6996	4.810	125982	29066	4.334
SPECIAL SALES	12573	8940	1.406	161	87	1.851	12412	8853	1.402
TOTAL	212678	55357	3.842	43549	10298	4.229	169129	45059	3.754
WEIGHTED AVERAGE COVER PRICE ($)	8.555								

NON-RACK-SIZED BOOKS 1988	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	22631	5433	4.165						
REORDERS	12648	3248	3.894						
TOTAL WHOLESALERS	35279	8681	4.064	7905	1990	3.972	27374	6691	4.091
DIRECT ACCOUNTS									
JOBBERS	45461	10322	4.404	8320	1714	4.854	37141	8608	4.315
RETAILERS	79228	17032	4.652	15232	2983	5.106	63996	14049	4.555
EXPORT & MILITARY	3522	897	3.926	247	47	5.255	3275	850	3.853
TOTAL DIRECT	128211	28251	4.538	23799	4744	5.017	104412	23507	4.442
SPECIAL SALES	8273	6211	1.332	86	58	1.483	8187	6153	1.331
TOTAL	171763	43143	3.981	31790	6792	4.681	139973	36351	3.851
WEIGHTED AVERAGE COVER PRICE ($)	8.326								

TABLE C3 - NET SALES BY GEOGRAPHICAL LOCATION

THOUSANDS OF DOLLARS & UNITS - AS REPORTED BY 7 PUBLISHERS

	DOLLARS	UNITS	PERCENT OF TOTAL SALES	
			DOLLARS	UNITS
RACK-SIZED				
UNITED STATES	795642	340647	92.3	91.4
CANADA	49044	23528	5.7	6.3
OTHER FOREIGN	17162	8559	2.0	2.3
TOTAL SALES	861848	372734	100.0	100.0
NON-RACK-SIZED				
UNITED STATES	136589	31709	94.4	94.1
CANADA	4776	1113	3.3	3.3
OTHER FOREIGN	3288	859	2.3	2.6
TOTAL SALES	144653	33681	100.0	100.0
TOTAL PRODUCT				
UNITED STATES	932231	372356	92.6	91.6
CANADA	53820	24641	5.3	6.1
OTHER FOREIGN	20450	9418	2.0	2.3
TOTAL SALES	1006501	406415	100.0	100.0

MORE . . .

TABLE C4 - OPERATING DATA OF MASS MARKET PAPERBACK PUBLISHERS
(RACK-SIZED BOOKS ONLY)

THOUSANDS OF DOLLARS - AS REPORTED BY 4 PUBLISHERS

	1990			1989		
	$	PERCENT OF GROSS SALES		$	PERCENT OF GROSS SALES	
		%	RANGE		%	RANGE
REVENUES						
GROSS SALES	439896	100.0	100.0 TO 100.0	390575	100.0	100.0 TO 100.0
INCENTIVES	4826	1.1	0.0 TO 3.0	6680	1.7	1.1 TO 2.9
RETURNS & ALLOW. -						
CREDITED	187236	42.6	28.3 TO 56.3	150617	38.6	25.8 TO 51.7
ADD'L PROVISION	713	0.2	-1.0 TO 1.5	14326	3.7	2.4 TO 4.4
ALLOWANCES	0	0.0		572	0.1	
TOTAL INCENTIVES & RETURNS	192775	43.8	28.3 TO 58.3	172195	44.1	32.4 TO 55.8
NET SALES	247121	56.2	41.7 TO 71.7	218380	55.9	44.2 TO 67.6
COST OF SALES						
COST OF GOODS MANUFACTURED & SOLD	78622	17.9	15.1 TO 39.2	72354	18.5	18.2 TO 51.6
ROYALTIES	65070	14.8	9.0 TO 16.7	61105	15.6	9.0 TO 24.9
FREIGHT & DUTY	11611	2.6	2.4 TO 3.3	11856	3.0	2.3 TO 3.7
TOTAL COST OF SALES	155303	35.3	27.0 TO 51.5	145315	37.2	37.7 TO 76.5
GROSS PROFIT	91818	20.9	14.7 TO 26.2	73065	18.7	14.2 TO 28.8
EXPENSES						
EDITORIAL	6783	1.5	0.1 TO 2.5	5011	1.3	-0.4 TO 1.5
PRODUCTION	3042	0.7	0.0 TO 0.8	2747	0.7	0.4 TO 0.8
PROMOTION AND PUBLICITY	18155	4.1	3.0 TO 7.9	17390	4.5	3.4 TO 6.7
ALL OTHER EXPENSE OR (INCOME) NET	51017	11.6	5.5 TO 14.6	48539	12.4	6.9 TO 16.9
TOTAL EXPENSE	78997	18.0	11.0 TO 22.9	73687	18.9	12.9 TO 25.5
INCOME BEFORE TAX, INTEREST EXPENSE & MANAGEMENT FEES*	12821	2.9	-2.4 TO 3.7	-622	-0.2	-11.8 TO 3.3

In addition to the tabular data reported in **Table C4,** Gross Sales Units were reported at 180,251,000 in 1990 and 173,721,000 in 1989, while Returns Units were reported at 77,479,000 in 1990 and 72,198,000 in 1989.

* Operating expenses as reported above do not include certain corporate charges. Examples of items which may not be reported are corporate staff compensation, legal and accounting fees, interest costs, and other charges which are not directly applicable to a particular business segment. As a result, income from operations as expressed above does not reflect actual pre-tax operating margins.

Additional mass market operating data tables have had to be suppressed due to a lack of reported data.

SECTION D - BOOK CLUBS AND MAIL ORDER PUBLICATIONS

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM D (available on request from the AAP New York Office) to insure the correct interpretation of this report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION should be reviewed for a full understanding of the tables and text.

BOOK CLUBS

9 publishers reported 1990 net sales of $617.6 million to this Survey. Based on our 1990 estimate **(Table S1)** of $725.1 million for this industry segment, the reporting publishers would account for 85.2% of the industry net sales.

Tables D1a and D1b provide a sales summary and comparison between 1990 and 1989 based on data furnished by participating publishers, while **Table D3** presents a Geographical Distribution of Gross Sales, and **Table D4** provides some summary Membership Data.

TABLE D1a - SALES BY BOOK CLUBS (Dollars)

THOUSANDS OF DOLLARS - AS REPORTED BY 9 PUBLISHERS

	1990	1989	PCT CHG 90/89
GROSS SALES	767393	768697	-0.2
RETURNS	149811	145731	2.8
NET SALES	617582	622966	-0.9
PERCENT RETURNS TO GROSS	19.5	19.0	

TABLE D1b - SALES BY BOOK CLUBS (Dollars & Units)

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 5 PUBLISHERS

	1990		1989		PCT. CHG 90/89	
	$	UNITS	$	UNITS	$	UNITS
GROSS SALES	562285	53122	606437	59779	-7.3	-11.1
RETURNS	104788	7333	117027	8405	-10.5	-12.8
NET SALES	457497	45789	489410	51374	-6.5	-10.9
PERCENT RETURNS TO GROSS	18.6	13.8	19.3	14.1		

TABLE D3 - GEOGRAPHICAL DISTRIBUTION OF GROSS SALES BY BOOK CLUBS

THOUSANDS OF DOLLARS
AS REPORTED BY 5 PUBLISHERS

	$	PCT. OF TOTAL
DOMESTIC SALES	537905	95.9
CANADIAN SALES	22596	4.0
OTHER FOREIGN SALES	306	0.1
TOTAL SALES	560807	100.0

TABLE D4 - DOMESTIC MEMBERSHIP DATA OF BOOK CLUBS

THOUSANDS OF DOLLARS
AS REPORTED BY 3 PUBLISHERS

	(000)	PCT. OF TOTAL
TOTAL MEMBERSHIP	5559	100.0
NEW MEMBERS (1990)	4300	77.4
MEMBERS TERMINATING (1990)	3446	62.0

The operating data for Book Club Publishers **(Tables D5 through D7)** have been suppressed this year because insufficient data were reported to this survey.

MAIL ORDER PUBLICATIONS

Table D8a provides basic sales information for this segment of the book publishing industry. 1990 net sales of $322.0 million were reported to this Survey by 13 publishers, and with our 1990 estimate of industry sales **(Table S1)** of $731.4 million, it would appear that 45.4% of this publishing segment is reported in this table.

Table D8b provides similar information by those publishers able to provide both dollar and unit data.

TABLE D8a - CONSUMER MAIL ORDER SALES OF MAIL ORDER PUBLICATIONS (Dollars)

THOUSANDS OF DOLLARS - AS REPORTED BY 13 PUBLISHERS

	1990	1989	PCT CHG 90/89
GROSS SALES	396661	473890	-16.3
RETURNS	64666	73878	-12.5
NET SALES	331995	400012	-17.0
PERCENT RETURNS TO GROSS	16.3	15.6	

TABLE D8b - CONSUMER MAIL ORDER SALES OF MAIL ORDER PUBLICATIONS (Dollars & Units)

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 6 PUBLISHERS

	1990		1989		PCT. CHG 90/89	
	$	UNITS	$	UNITS	$	UNITS
GROSS SALES	303487	27301	366043	34071	-17.1	-19.1
RETURNS	48618	4611	54219	5491	-10.3	-16.0
NET SALES	254869	22690	311824	28580	-18.3	-20.6
PERCENT RETURNS TO GROSS	16.0	16.9	14.8	16.1		

The operating data for Mail Order Publications **(Tables D9 through D13)** have been suppressed this year because insufficient data were reported to this survey.

SECTION T - ESTIMATED ELHI AND COLLEGE INDUSTRY SALES

TABLE T1 - ESTIMATED INDUSTRY SALES OF TEXTBOOKS, EDUCATIONAL MATERIALS & STANDARDIZED TESTS

MILLIONS OF DOLLARS

	1972			1977			1982		
	$	INDEX	PCT OF TOTAL SALES	$	INDEX	PCT OF TOTAL SALES	$	INDEX	PCT OF TOTAL SALES
ELHI TEXTBOOKS (TOTAL)	498	100	49.0	756	152	47.2	1108	222	43.8
ELEMENTARY	318	100	31.3	480	151	30.0	703	221	27.8
HIGH SCHOOL	180	100	17.7	276	153	17.2	405	225	16.0
COLLEGE TEXTBOOKS	375	100	36.9	650	173	40.6	1206	322	47.6
AV AND OTHER MEDIA (TTL)	116	100	11.4	151	130	9.4	148	127	5.8
ELHI	101	100	9.9	131	130	8.2	130	129	5.1
COLLEGE	9	100	.9	12	133	.7	8	89	.3
OTHER	6	100	.6	8	133	.5	10	166	.4
STANDARDIZED TESTS	27	100	2.7	45	167	2.8	70	257	2.8
TOTAL	1016	100	100.0	1602	158	100.0	2532	249	100.0

	1985			1989			1990		
	$	INDEX	PCT OF TOTAL SALES	$	INDEX	PCT OF TOTAL SALES	$	INDEX	PCT OF TOTAL SALES
ELHI TEXTBOOKS (TOTAL)	1473	296	47.2	1984	398	47.5	2026	407	46.2
ELEMENTARY	921	290	29.5	1219	383	29.2	1249	393	28.5
HIGH SCHOOL	552	307	17.7	662	765	425	776	431	17.7
COLLEGE TEXTBOOKS	1358	362	43.5	1842	491	44.2	1991	531	45.4
AV AND OTHER MEDIA (TTL)	200	172	6.4	224	193	5.4	237	204	5.4
ELHI	174	172	5.6	179	177	4.3	186	184	4.2
COLLEGE	10	111	.3	17	189	.4	20	222	.5
OTHER	16	267	.5	28	467	.7	31	517	.7
STANDARDIZED TESTS	91	337	2.9	119	441	2.9	128	474	2.9
TOTAL	3122	307	100.0	4169	410	100.0	4382	431	100.0

With regard to the College Textbook estimate, the reader is referred to **Table G1** and the accompanying discussion.

TEXTBOOK SALES

The textbook-and-materials report is divided into three parts: this brief introductory section which provides industry sales estimates for both school and college publishing; followed by separate, detailed sales and operating data reports for school publishing (**Section F**, beginning on page F-3), and for college publishing (**Section G**, beginning on page G-1).

Total estimated industry textbook and materials sales are shown in **Table T1.** The estimates are based on reports from participating publishers and

(Text continued on page F-2)

TABLE T2 - ESTIMATED DOMESTIC INDUSTRY SALES OF TEXTBOOKS RELATED TO STUDENT ENROLLMENT

THOUSANDS OF STUDENTS AND DOLLARS

	ELEMENTARY					HIGH SCHOOL				
	ENROLLMENT			SALES ($)		ENROLLMENT			SALES ($)	
	PUBLIC	OTHER	TOTAL	TOTAL	PER CAPITA	PUBLIC	OTHER	TOTAL	TOTAL	PER CAPITA
1972	31845	3800	35645	301813	8.47	13909	1300	15209	170320	11.20
1977	29336	3797	33133	458122	13.83	14240	1343	15583	263762	16.93
1982	27156	4200	31356	680744	21.71	12496	1400	13896	375045	26.99
1983	26979	4315	31294	734671	23.48	12274	1400	13674	380284	27.81
1984	26901	4300	31201	772171	24.75	12308	1400	13708	469059	34.22
1985	27030	4195	31225	870147	27.87	12392	1362	13754	509942	37.08
1986	27419	4116	31535	949042	30.09	12334	1336	13670	568720	41.60
1987	27930	4232	32162	1021071	31.75	12078	1247	13325	605930	45.47
1988	28501	4036	32537	1064926	32.73	11692	1206	12899	637591	49.43
1989	29147	4162	33309	1170142	35.13	11461	1193	12654	745193	58.89
1990	29546	4219	33765	1199893	35.54	11255	1172	12427	756466	60.87

	ELHI					COLLEGE				
	ENROLLMENT			SALES ($)		ENROLLMENT		SALES ($)	PER CAPITA SALES ($)	
	PUBLIC	OTHER	TOTAL	TOTAL	PER CAPITA	FTE	TOTAL		FTE	TOTAL
1972	45754	5100	50854	472133	9.28	7255	9215	337003	46.45	36.57
1977	43577	5140	48716	721884	14.82	8415	11286	578433	68.74	51.25
1982	39652	5600	45252	1055789	23.33	9092	12426	1088770	119.75	87.62
1983	39252	5715	44967	1114955	24.79	9166	12465	1156371	126.16	92.77
1984	39208	5700	44908	1241230	27.64	8952	12242	1193114	133.28	97.46
1985	39422	5557	44979	1380089	30.68	8943	12247	1236104	138.22	100.93
1986	39753	5452	45205	1517762	33.58	9064	12505	1315430	145.13	105.19
1987	40008	5479	45487	1627001	35.77	9230	12767	1430308	154.96	112.03
1988	40192	5241	45434	1702517	37.47	9453	13043	1588040	167.99	121.75
1989	40608	5355	45963	1915335	41.67	9700	13419	1716872	177.00	127.94
1990	40801	5391	46192	1956359	42.35	9778	13558	1855939	189.81	136.89

(Text continued from page F-1)

on projections of the Census of Manufactures conducted by the U.S. Department of Commerce (See **Table S1**).

Table T2 relates domestic textbook sales (i.e. in the fifty states and the District of Columbia) to enrollment data compiled for these areas by the National Center for Education Statistics. The enrollment figures for public elementary (K-8) and secondary (9-12) schools are actual for the most part, while those for private schools are largely estimated. The college figures are actual. All sales are estimated.

College enrollment data and per capita sales are shown both for full-time equivalent (FTE) students, as well as for **all** students enrolled in the fifty United States and the District of Columbia. Total college enrollments include resident and extension students in vocational and technical programs, and students in U.S. Service Schools. In the FTE data, part-time enrollments have been converted to full-time equivalency.

With regard to the College Textbook estimates, the reader is referred to **Table G1** and the accompanying discussion.

For state-by-state enrollment and sales data consult **Tables F5b and F6** for Elhi, and **Tables G7a and G7b** for College. Also see the text with those tables for details regarding the enrollment figures used and the assumptions employed in the development of estimated per capita sales.

Most of the enrollment data in **Table T2** has been derived from the U.S. Department of Education, National Center for Education Statistics: Projections of Education Statistics to 2001, An Update. The Digest of Education Statistics 1990 (also by NCES) has also been a most useful source.

SECTION F - SCHOOL (ELHI) PUBLISHERS AND DIVISIONS

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM F (available on request from the AAP New York Office) to insure the correct interpretation of this report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION should be reviewed for a full understanding of the tables and text.

SALES DATA

Estimated industry sales of textbooks and materials, both Elhi and College, will be found in **Tables T1 and T3** on pages F-1 and F-2. All other Elhi reports are in this section. College statistics are in **Section G** beginning on page G-1.

Except for the information presented in **Tables T1 and T3**, and the estimated portions of **Tables F5b and F6, all data included in the tables are based on publishers actual reports and are not projected to industry totals.**

18 Elhi school textbook and materials publishers reported total 1990 book sales of $1771.8 million to this Survey. Of these sales, $1185.8 million were in elementary and $585.9 million were in high school. Based on AAP's estimate of the 1990 elhi book market **(Table S1)** of $2025.8 million, the reporting group represents some 87.5% of this industry segment.

Beginning with the 1988 AAP Industry Statistics, the definitions of "Elementary" and "High School" have been altered to better conform with industry practice:

Elementary: K-6 or K-8 programs and their components or materials chiefly for the K-6 market, as identified by the publisher.

High School: Programs published for the 7-12 or 9-12 market, including those separate titles or series for the 7th, 8th, and 9th grades such as 8th

---Continued on page F-4

TABLE F1 - SALES OF ELEMENTARY AND HIGH SCHOOL TEXTBOOKS

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 11 PUBLISHERS

	1990		1989		PERCENT CHANGE		1990 DOLLARS PER UNIT		YOUR DATA
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	$-AVG.	AVG DOLLAR RNGE	
ELEMENTARY									
TEXTBOOKS-HARDBOUND	301187	20176	335619	26298	-10.3	-23.3	14.93	7.48 TO 17.01	
TEXTBOOKS-PAPERBOUND	78976	9697	102442	15172	-22.9	-36.1	8.14	4.10 TO 9.89	
WORKBOOKS	179140	34508	178567	37325	+0.3	-7.5	5.19	4.64 TO 6.23	
TOTAL TEXT & WORKBOOKS	559303	64381	616628	78795	-9.3	-18.3	8.69	4.88 TO 11.87	
HIGH SCHOOL									
TEXTBOOKS-HARDBOUND	328114	14881	244523	11356	+34.2	+31.0	22.05	13.57 TO 26.46	
TEXTBOOKS-PAPERBOUND	4427	593	5911	808	-25.1	-26.6	7.47	2.93 TO 13.19	
WORKBOOKS	62249	10490	63629	10666	-2.2	-1.7	5.93	4.62 TO 6.50	
TOTAL TEXT & WORKBOOKS	394790	25964	314063	22830	+25.7	+13.7	15.21	4.95 TO 22.87	
ELHI (TOTAL)									
TEXTBOOKS-HARDBOUND	629301	35057	580142	37654	+8.5	-6.9	17.95	7.48 TO 20.63	
TEXTBOOKS-PAPERBOUND	83403	10290	108353	15980	-23.0	-35.6	8.11	2.93 TO 9.68	
WORKBOOKS	241389	44998	242196	47991	-0.3	-6.2	5.36	4.63 TO 6.47	
TOTAL TEXT & WORKBOOKS	954093	90345	930691	101625	+2.5	-11.1	10.56	4.91 TO 18.29	

TABLE F3 - SALES OF ELEMENTARY TEXTBOOKS AND MATERIALS-BY SUBJECT CATEGORIES

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS

	1990		1989			
	ALL SALES		ALL SALES		YOUR DATA	
	$	PCT OF TOTAL	$	PCT OF TOTAL		
READING	453255	38.8	511028	45.3		
LANGUAGE ARTS (TOTAL)	214208	18.3	143465	12.7		
ENGLISH	150428	12.9	78847	7.0		
SPELLING	53352	4.6	54881	4.9		
HANDWRITING	10097	0.9	9348	0.8		
UNSPECIFIED	331		389			
SCIENCE	77927	6.7	81115	7.2		
HEALTH	20917	1.8	12196	1.1		
SOCIAL STUDIES	81832	7.0	63513	5.6		
MATHEMATICS	186780	16.0	181704	16.1		
MUSIC	33910	2.9	45852	4.1		
DICTIONARIES	11784	1.0	9713	0.9		
ALL OTHER	88784	7.6	78277	6.9		
TOTAL	1169397	100.0	1126863	100.0		

Text continued from page F-3...

grade U.S. History, Life, Earth, Physical Science, etc.

For example:

ELEMENTARY	HIGH SCHOOL
K-6 or K-7 Social Studies	8th Grade U.S. 7th grade Civics 7th grade Geography
K-8 Math	Special Math for grades 7 & 8
K-8 English	7-12 English series 7-12 Literature series
K-8 Health	Jr. High Health series
K-8 Science	Life, Earth, Physical or General Science

TABLE F4 - SALES OF HIGH SCHOOL TEXTBOOKS AND MATERIALS-BY SUBJECT CATEGORIES

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS

	1990		1989			
	ALL SALES		ALL SALES		YOUR DATA	
	$	PCT OF TOTAL	$	PCT OF TOTAL		
LITERATURE	63653	11.0	114772	17.6		
ENGLISH	60389	10.5	76563	11.7		
SCIENCE & HEALTH	106952	18.5	108813	16.7		
SOCIAL STUDIES	82622	14.3	75597	11.6		
MATHEMATICS	73343	12.7	64510	9.9		
FOREIGN LANGUAGE	58938	10.2	61694	9.5		
VOCATIONAL (TOTAL)	96755	16.8	105558	16.2		
BUSINESS EDUCATION	67665	12.3	75964	11.9		
INDUSTRIAL ARTS	8358	1.5	9334	1.5		
HOME ECONOMICS	16435	3.0	17725	2.8		
UNSPECIFIED	4297		2535			
ALL OTHER	34955	6.1	44282	6.8		
TOTAL	577607	100.0	651790	100.0		

TABLE F5a - SALES OF ELHI TEXTBOOKS AND MATERIALS-BY GEOGRAPHICAL LOCATION

ACTUAL SALES - AS REPORTED BY 15 PUBLISHERS

	ACTUAL SALES OF TEXTBOOKS AND MATERIALS								
	ELHI			ELEMENTARY			HIGH SCHOOL		
	1990	1989	PCT-CHG	1990	1989	PCT-CHG	1990	1989	PCT-CHG
ALABAMA	26734	23295	14.8	10241	12905	-20.6	7873	7324	7.5
ALASKA	5073	3898	30.1	3673	2310	59.0	1004	1052	-4.6
ARIZONA	26764	28018	-4.5	12621	13276	-4.9	6766	6345	6.6
ARKANSAS	16659	14647	13.7	7393	8050	-8.2	4802	4318	11.2
CALIFORNIA	175832	216555	-18.8	93897	122762	-23.5	41645	49333	-15.6
COLORADO	14729	14861	-0.9	6689	6663	0.4	5192	4624	12.3
CONNECTICUT	20305	21403	-5.1	10958	10724	2.2	5495	5469	0.5
DELAWARE	4274	4774	-10.5	2052	2126	-3.5	954	1148	-16.9
DIST OF COLUMBIA	3330	3755	-11.3	1184	1275	-7.1	1114	1315	-15.3
FLORIDA	89452	58473	53.0	52181	26252	98.8	18819	18277	3.0
GEORGIA	51163	53255	-3.9	25643	25376	1.1	16147	13778	17.2
HAWAII	6159	6072	1.4	3141	2942	6.8	1702	1461	16.5
IDAHO	7439	7065	5.3	3252	3207	1.4	2023	2050	-1.3
ILLINOIS	97698	88872	9.9	54801	49713	10.2	20462	19549	4.7
INDIANA	59622	44038	35.4	27785	30999	-10.4	21273	5359	297.0
IOWA	15924	16621	-4.2	8753	9462	-7.5	4057	3863	5.0
KANSAS	20923	23240	-10.0	10982	12211	-10.1	5355	6166	-13.2

Continued on page F-6

TABLE F5a - SALES OF ELHI TEXTBOOKS AND MATERIALS-BY GEOGRAPHICAL LOCATION

Continued from page F-5

	ACTUAL SALES OF TEXTBOOKS AND MATERIALS								
	ELHI			ELEMENTARY			HIGH SCHOOL		
	1990	1989	PCT-CHG	1990	1989	PCT-CHG	1990	1989	PCT-CHG
KENTUCKY	20287	23540	-13.8	8633	10279	-16.0	4583	6879	-33.4
LOUISIANA	28495	29936	-4.8	14831	13947	6.3	6142	8232	-25.4
MAINE	6834	7426	-8.0	3351	3470	-3.4	1997	2113	-5.5
MARYLAND	26520	25065	5.8	10238	9241	10.8	7708	6893	11.8
MASSACHUSETTS	28535	32146	-11.2	14029	15158	-7.4	8257	8564	-3.6
MICHIGAN	56301	53369	5.5	31174	27841	12.0	15636	13573	15.2
MINNESOTA	27758	28226	-1.7	14413	15354	-6.1	7369	6881	7.1
MISSISSIPPI	13500	14783	-8.7	6412	7232	-11.3	3080	3552	-13.3
MISSOURI	39752	43762	-9.2	21285	24728	-13.9	10819	9581	12.9
MONTANA	6669	5454	22.3	3426	3159	8.5	1813	1189	52.5
NEBRASKA	12040	11750	2.5	6470	5452	18.7	2759	3117	-11.5
NEVADA	8484	7969	6.5	4502	3690	22.0	2220	2218	0.1
NEW HAMPSHIRE	5614	6794	-17.4	2688	3091	-13.0	1673	1710	-2.2
NEW JERSEY	71545	71244	0.4	39220	36798	6.6	14345	14382	-0.3
NEW MEXICO	10235	12519	-18.2	4654	6680	-30.3	2687	3885	-30.8
NEW YORK	102187	105249	-2.9	51543	50638	1.8	23863	23286	2.5
NORTH CAROLINA	38115	26674	42.9	19465	11414	70.5	8327	9674	-13.9
NORTH DAKOTA	4231	5598	-24.4	2305	2973	-22.5	1051	1332	-21.1
OHIO	74445	70744	5.2	39823	39138	1.8	20339	16372	24.2
OKLAHOMA	22868	21236	7.7	8739	10126	-13.7	7715	6507	18.6
OREGON	27063	25881	4.6	11743	13615	-13.7	5597	5896	-5.1
PENNSYLVANIA	76004	77008	-1.3	40329	38886	3.7	16740	16285	2.8
RHODE ISLAND	5249	6363	-17.5	2874	3308	-13.1	1472	1639	-10.2
SOUTH CAROLINA	23832	24916	-4.4	8676	13168	-34.1	6407	7850	-18.4
SOUTH DAKOTA	5809	5393	7.7	3472	2948	17.8	1446	1303	11.0
TENNESSEE	27893	25373	9.9	10025	15511	-35.4	7849	3550	121.1
TEXAS	151330	124761	21.3	83103	42572	95.2	40249	51747	-22.2
UTAH	14960	10570	41.5	6580	6156	6.9	4905	2772	76.9
VERMONT	2452	2731	-10.2	1129	1243	-9.2	746	829	-10.0
VIRGINIA	36042	45634	-21.0	22670	26535	-14.6	7383	10210	-27.7
WASHINGTON	18887	19579	-3.5	9914	10589	-6.4	5870	5265	11.5
WEST VIRGINIA	13460	11821	13.9	6251	6379	-2.0	4602	3176	44.9
WISCONSIN	35224	37086	-5.0	17709	20312	-12.8	8209	7920	3.6
WYOMING	3627	4184	-13.3	1747	2323	-24.8	961	825	16.5
TOTAL DOMESTIC U.S.	1688328	1653627	2.1	868670	844209	2.9	429502	420638	2.1
NON-DOMESTIC SALES									
CANADA	2810	3306	-15.0	1279	1209	5.8	1321	1811	-27.1
AUSTRALIA/NEW ZEALAND	444	284	56.3	59	36	63.9	385	248	55.2
JAPAN	273	176	55.1	201	110	82.7	72	66	9.1
OTHER ASIA	5596	4404	27.1	3736	3046	22.7	1860	1358	37.0
UNITED KINGDOM	1646	959	71.6	1357	704	92.8	289	255	13.3
CONTINENTAL EUROPE	2291	2934	-21.9	1753	2609	-32.8	506	292	73.3
AFRICA	402	298	34.9	365	257	42.0	39	41	-4.9
MIDDLE EAST	394	238	65.5	258	194	33.0	136	44	209.1
CARIBBEAN	6276	4388	43.0	4159	3291	26.4	1563	833	87.6
LATIN AMERICA	11463	12179	-5.9	10298	10883	-5.4	1165	1296	-10.1
MILITARY	3395	902	276.4	1368	306	347.1	701	596	17.6
UNSPECIFIED	24934	28884	-13.7	6869	4694	46.3	4113	4095	0.4
TOTAL NON-DOMESTIC	59925	58952	1.7	31702	27339	16.0	12150	10935	11.1
TOTAL SALES	1748253	1712579	2.1	900371	871548	3.3	441652	431572	2.3

TABLE F5b - ESTIMATED INDUSTRY SALES OF ELHI TEXTBOOKS-BY GEOGRAPHICAL LOCATION

ESTIMATED INDUSTRY SALES (TEXTBOOKS ONLY) - MILLIONS OF DOLLARS

	ELEMENTARY		HIGH SCHOOL		ELHI				
	1990	1989	1990	1989	1990		1989		1966-68 AVERAGE (BASE)
					$	INDEX	$	INDEX	
ALABAMA	16832	16105	14146	10888	30978	652	26993	568	4751
ALASKA	4451	2938	1427	1579	5878	991	4517	762	593
ARIZONA	18182	19855	12831	12545	31013	844	32400	882	3675
ARKANSAS	10797	10270	8507	6702	19304	607	16972	533	3182
CALIFORNIA	127275	162229	76472	88706	203747	849	250935	1046	23989
COLORADO	8912	9459	8155	7761	17067	407	17220	410	4196
CONNECTICUT	14481	15143	9048	9658	23529	356	24801	375	6610
DELAWARE	3231	3411	1722	2121	4953	417	5532	466	1187
DISTRICT OF COLUMBIA	1907	2046	1952	2305	3859	197	4351	222	1956
FLORIDA	74121	38218	29532	29538	103653	956	67756	625	10837
GEORGIA	31708	35211	27577	26499	59285	703	61710	732	8428
HAWAII	4225	4306	2912	2730	7137	447	7036	441	1595
IDAHO	4965	4655	3655	3532	8620	516	8187	490	1672
ILLINOIS	75777	67608	37431	35307	113208	404	102915	367	28033
INDIANA	31956	40371	37131	10616	69087	633	50987	467	10919
IOWA	11383	12432	7069	6828	18452	238	19260	248	7769
KANSAS	15330	16782	8915	10148	24245	450	26930	499	5393
KENTUCKY	14196	14901	9312	12376	23508	355	27277	411	6631
LOUISIANA	21659	19816	11360	14873	33019	368	34689	387	8971
MAINE	4810	5174	3109	3431	7919	338	8605	367	2342
MARYLAND	16046	15209	14684	13835	30730	416	29044	393	7386
MASSACHUSETTS	19297	22031	13768	15152	33065	282	37183	317	11738
MICHIGAN	39563	37863	25676	23979	65239	320	61842	304	20373
MINNESOTA	19314	20629	12851	12078	32165	337	32707	343	9535
MISSISSIPPI	9689	10502	5954	6628	15643	308	17130	338	5072
MISSOURI	27036	32959	19027	17751	46063	403	50710	444	11427
MONTANA	4678	4344	3050	1976	7728	422	6320	345	1833
NEBRASKA	9330	8166	4621	5449	13951	392	13615	383	3558
NEVADA	6144	5325	3687	3909	9831	925	9234	869	1063
NEW HAMPSHIRE	3689	4683	2816	3190	6505	412	7873	498	1580
NEW JERSEY	54868	53264	28035	29224	82903	550	82488	547	15083
NEW MEXICO	6962	8478	4898	6028	11860	426	14506	521	2785
NEW YORK	73760	75973	44650	45853	118410	283	121826	291	41866
NORTH CAROLINA	29518	15556	14648	15353	44166	451	30909	316	9795
NORTH DAKOTA	3116	4143	1787	2344	4903	284	6487	376	1726
OHIO	51094	52297	35170	29612	86264	440	81909	418	19597
OKLAHOMA	12887	13896	13611	10711	26498	493	24607	458	5370
OREGON	18509	18293	12850	11697	31359	842	29990	805	3726
PENNSYLVANIA	56584	56984	31486	32118	88070	374	89102	378	23556
RHODE ISLAND	3617	4437	2465	2936	6082	304	7373	368	2001
SOUTH CAROLINA	14577	16742	13038	12130	27615	403	28872	421	6856
SOUTH DAKOTA	4335	3933	2396	2316	6731	383	6249	356	1756
TENNESSEE	13139	20595	19182	8806	32321	439	29401	400	7356
TEXAS	116354	63417	59001	81035	175355	730	144452	602	24011
UTAH	9887	8408	7448	3840	17335	682	12248	482	2542
VERMONT	1623	1799	1218	1366	2841	275	3165	306	1033
VIRGINIA	28746	34395	13018	18484	41764	446	52879	565	9354

Continued on page F-8

TABLE F5b - ESTIMATED INDUSTRY SALES OF ELHI TEXTBOOKS-BY GEOGRAPHICAL LOCATION

Continued from page F-7

	ELEMENTARY		HIGH SCHOOL		ELHI				
	1990	1989	1990	1989	1990		1989		1966-68 AVERAGE
					$	INDEX	$	INDEX	(BASE)
WASHINGTON	13387	14780	8498	7907	21885	360	22687	373	6078
WEST VIRGINIA	7949	8288	7648	5410	15597	416	13698	365	3753
WISCONSIN	25407	28369	15409	14539	40816	400	42908	421	10202
WYOMING	2590	3454	1613	1394	4203	538	4848	621	781
TOTAL DOMESTIC U.S.	1199893	1170142	756466	745193	1956359	471	1915335	461	415521
TOTAL NON-DOMESTIC	49565	48743	19871	19568	69436		68311		
TOTAL SALES	1249458	1218885	776337	764761	2025795	465	1983646	456	435367

Note: The "Textbooks" in the title of this table, and in **Table F6** refers to "books" as opposed to audio-visual and other media. It includes workbooks, teacher's editions, etc.

Since the 1989 AAP Industry Statistics--last year's edition--the industry estimates in **Table F5b** have been produced by a different technique than that of years past. These data are comparable between the years shown in a given edition of the AAP Annual Statistics, and with the original index base years shown in the table. They are not necessarily comparable with those appearing in the 1988 AAP Industry Statistics, nor with those in earlier volumes.

With the inclusion of actual data from all major publishers of elhi textbooks, we are now able to develop the **Table F5b** data by applying the reported data (**Table F5a**) to the independently produced industry estimates (**Table S1**). Prior to 1988 this information was not available and estimates were "pushed-forward" from year-to-year considering the percentage changes reported by participating publishers. This principle, while sound in principle, is subject to deviations entering the estimates, and magnifying themselves over time. Therefore, with the opportunity at hand to produce a better product, we have developed this "improved" **Table F5b.** One byproduct of our new procedure is that both reported years will change in each subsequent AAP Industry Statistics.

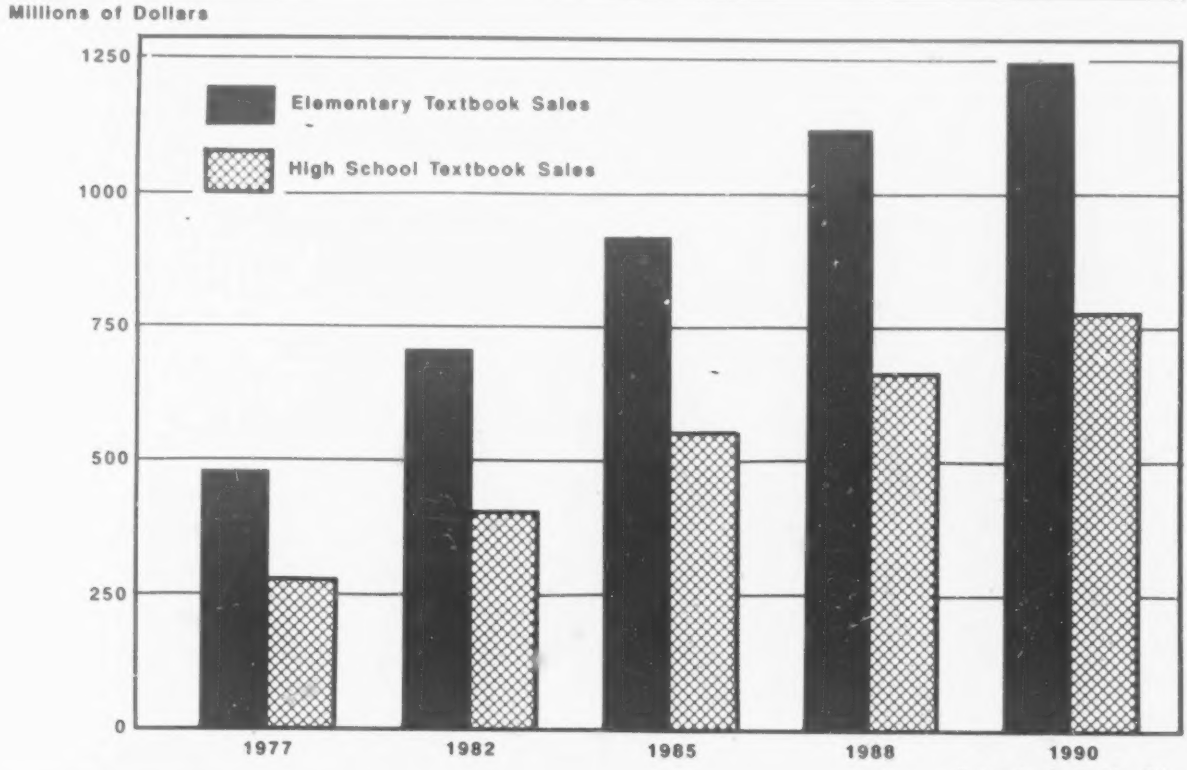
TABLE F6a - GEOGRAPHICAL ANALYSIS OF ESTIMATED INDUSTRY SALES OF ELHI TEXTBOOKS

THOUSANDS OF STUDENTS AND DOLLARS

	EST. INDUSTRY SALES ($)		PERCENT OF TOTAL SALES		ENROLLMENT		SALES PER CAPITA ($)		RANK IN PER CAPITA SALES	
	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989
ALABAMA	30978	26993	1.58	1.41	794	796	39.02	33.91	27	43
ALASKA	5878	4517	.30	.24	112	109	52.48	41.44	4	23
ARIZONA	31013	32400	1.59	1.69	675	656	45.95	49.39	15	8
ARKANSAS	19304	16972	.99	.89	454	456	42.52	37.22	19	37
CALIFORNIA	203747	250935	10.41	13.10	5443	5322	37.43	47.15	33	12
COLORADO	17067	17220	.87	.90	618	613	27.62	28.09	50	48
CONNECTICUT	23529	24801	1.20	1.29	567	564	41.50	43.97	23	18
DELAWARE	4953	5532	.25	.29	126	124	39.31	44.61	26	17
DISTRICT OF COLUMBIA	3859	4351	.20	.23	110	110	35.08	39.55	41	30
FLORIDA	103653	67756	5.30	3.54	2019	1977	51.34	34.27	8	41
GEORGIA	59285	61710	3.03	3.22	1246	1228	47.58	50.25	13	5
HAWAII	7137	7036	.36	.37	214	211	33.35	33.35	46	44
IDAHO	8620	8187	.44	.43	217	219	39.72	37.38	25	35

Continued on page F-10

FIGURE F1 - ESTIMATED ELHI TEXTBOOK NET SALES 1977, 1982, 1985, 1988, 1990

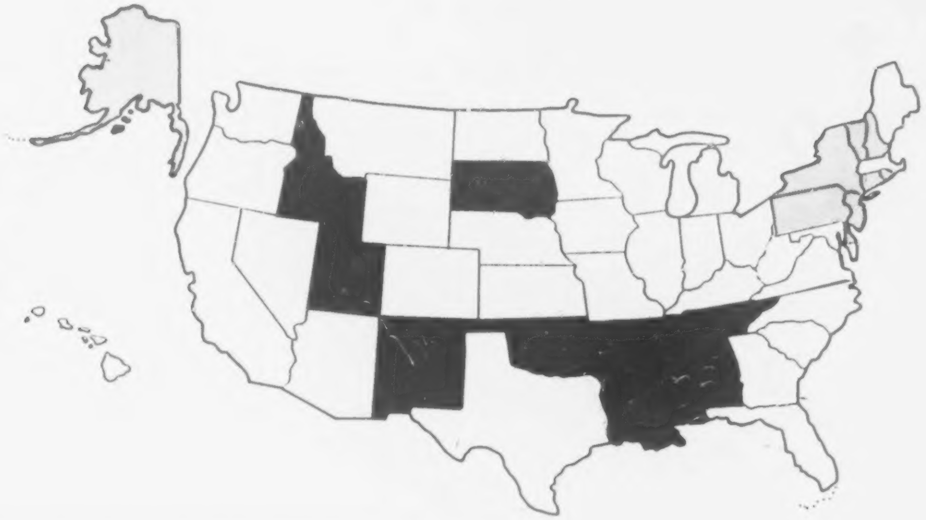


Data from Table T1

TABLE F6a - GEOGRAPHICAL ANALYSIS OF ESTIMATED INDUSTRY SALES OF ELHI TEXTBOOKS

Continued from page F-9

	EST. INDUSTRY SALES ($)		PERCENT OF TOTAL SALES		ENROLLMENT		SALES PER CAPITA ($)		RANK IN PER CAPITA SALES	
	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989
ILLINOIS	113208	102915	5.79	5.37	2191	2195	51.67	46.89	6	13
INDIANA	69087	50987	3.53	2.66	1056	1064	65.42	47.92	1	11
IOWA	18452	19260	.94	1.01	520	527	35.48	36.55	40	38
KANSAS	24245	26930	1.24	1.41	466	465	52.03	57.91	5	3
KENTUCKY	23508	27277	1.20	1.42	695	706	33.82	38.64	45	32
LOUISIANA	33019	34689	1.69	1.81	973	974	33.94	35.61	44	39
MAINE	7919	8605	.40	.45	229	231	34.58	37.25	42	36
MARYLAND	30730	29044	1.57	1.52	835	821	36.80	35.38	35	40
MASSACHUSETTS	33065	37183	1.69	1.94	971	969	34.05	38.37	43	33
MICHIGAN	65239	61842	3.33	3.23	1809	1813	36.06	34.11	38	42
MINNESOTA	32165	32707	1.64	1.71	832	826	38.66	39.60	29	29
MISSISSIPPI	15643	17130	.80	.89	561	562	27.88	30.48	48	47
MISSOURI	46063	50710	2.35	2.65	957	954	48.13	53.16	11	4
MONTANA	7728	6320	.40	.33	157	159	49.22	39.75	10	28
NEBRASKA	13951	13615	.71	.71	308	310	45.30	43.92	16	19
NEVADA	9831	9234	.50	.48	191	186	51.47	49.65	7	7
NEW HAMPSHIRE	6505	7873	.33	.41	198	194	32.85	40.58	47	26
NEW JERSEY	82903	82488	4.24	4.31	1349	1340	61.46	61.56	3	2
NEW MEXICO	11860	14506	.61	.76	327	320	36.27	45.33	36	14
NEW YORK	118410	121826	6.05	6.36	3200	3202	37.00	38.05	34	34
NORTH CAROLINA	44166	30909	2.26	1.61	1148	1148	38.47	26.92	30	50
NORTH DAKOTA	4903	6487	.25	.34	129	130	38.01	49.90	32	6
OHIO	86264	81909	4.41	4.28	2058	2071	41.92	39.55	22	31
OKLAHOMA	26498	24607	1.35	1.28	600	603	44.16	40.81	17	25
OREGON	31359	29990	1.60	1.57	482	483	65.06	62.09	2	1
PENNSYLVANIA	88070	89102	4.50	4.65	2083	2091	42.28	42.61	21	22
RHODE ISLAND	6082	7373	.31	.38	169	168	35.99	43.89	39	20
SOUTH CAROLINA	27615	28872	1.41	1.51	675	674	40.91	42.84	24	21
SOUTH DAKOTA	6731	6249	.34	.33	140	140	48.08	44.64	12	16
TENNESSEE	32321	29401	1.65	1.54	892	898	36.23	32.74	37	45
TEXAS	175355	144452	8.96	7.54	3518	3488	49.85	41.41	9	24
UTAH	17335	12248	.89	.64	447	444	38.78	27.59	28	49
VERMONT	2841	3165	.15	.17	102	102	27.85	31.03	49	46
VIRGINIA	41764	52879	2.13	2.76	1087	1076	38.42	49.14	31	9
WASHINGTON	21885	22687	1.12	1.18	862	855	25.39	26.53	51	51
WEST VIRGINIA	15597	13698	.80	.72	330	340	47.26	40.29	14	27
WISCONSIN	40816	42908	2.09	2.24	951	949	42.92	45.21	18	15
WYOMING	4203	4848	.21	.25	99	100	42.45	48.48	20	10
TOTAL DOMESTIC U.S.	1956359	1915335	100.00	100.00	46192	45963	42.35	41.67		



░ 10 States with Highest Per Capita Current Expenditures

■ 10 States with Lowest Per Capita Current Expenditures

FIGURE F2 - 1990 PER CAPITA CURRENT EXPENDITURES FOR PUBLIC SCHOOLS

TABLE F6b - GEOGRAPHICAL ANALYSIS OF CURRENT EXPENDITURES FOR PUBLIC SCHOOLS

	CURRENT PUBLIC SCHOOL EXPENDITURES ($ MILLIONS)		PUBLIC SCHOOL ENROLLMENT ~~(THOUSANDS)~~		PER CAPITA PUBLIC SCHOOL EXPENDITURES (DOLLARS)		RANK IN PER CAPITA CURRENT PUBLIC SCHOOL EXPENDITURES		PERCENT TOTAL BOOK SALES* TO CURRENT PUBLIC SCHOOL EXPENDS.	
	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989
ALABAMA	2452	2234	726	728	3377	3069	48	47	1.263	1.208
ALASKA	877	806	108	105	8120	7676	1	1	0.670	0.560
ARIZONA	2518	2416	631	612	3990	3948	38	35	1.232	1.341
ARKANSAS	1482	1397	433	436	3423	3204	47	44	1.303	1.215
CALIFORNIA	23457	21266	4882	4764	4805	4464	23	25	0.869	1.180
COLORADO	2449	2380	579	574	4230	4146	33	32	0.697	0.724
CONNECTICUT	3290	3110	471	468	6985	6645	4	4	0.715	0.797
DELAWARE	593	562	100	99	5930	5677	10	7	0.835	0.984
DISTRICT OF COLUMBIA	570	546	86	87	6628	6276	5	5	0.677	0.797
FLORIDA	8897	8288	1797	1756	4951	4720	20	20	1.165	0.818
GEORGIA	4658	4242	1157	1140	4026	3721	35	38	1.273	1.455
HAWAII	719	680	174	171	4132	3977	34	34	0.993	1.035
IDAHO	732	646	211	212	3469	3047	45	48	1.178	1.267
ILLINOIS	8968	8665	1812	1818	4949	4766	21	18	1.262	1.188
INDIANA	4327	4044	948	957	4564	4226	28	29	1.597	1.261
IOWA	2103	2003	459	467	4582	4289	27	28	0.877	0.962
KANSAS	1925	1841	429	428	4487	4301	30	27	1.259	1.463
KENTUCKY	2399	1999	619	630	3876	3173	40	45	0.980	1.365
LOUISIANA	2759	2654	801	803	3444	3305	46	43	1.197	1.307
MAINE	1122	1020	211	212	5318	4811	14	16	0.706	0.844

Continued on page F-12

TABLE F6b - GEOGRAPHICAL ANALYSIS OF CURRENT EXPENDITURES FOR PUBLIC SCHOOLS

Continued from page F-11

	CURRENT PUBLIC SCHOOL EXPENDITURES ($ MILLIONS)		PUBLIC SCHOOL ENROLLMENT (THOUSANDS)		PER CAPITA PUBLIC SCHOOL EXPENDITURES (DOLLARS)		RANK IN PER CAPITA CURRENT PUBLIC SCHOOL EXPENDITURES		PERCENT TOTAL BOOK SALES* TO CURRENT PUBLIC SCHOOL EXPENDS.	
	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989
MARYLAND	4059	3723	720	706	5638	5273	12	13	0.757	0.780
MASSACHUSETTS	4554	4554	821	820	5547	5554	13	9	0.726	0.816
MICHIGAN	8340	7943	1579	1584	5282	5015	16	15	0.782	0.779
MINNESOTA	3774	3466	736	730	5128	4748	19	19	0.852	0.944
MISSISSIPPI	1530	1457	505	508	3030	2868	50	50	1.022	1.176
MISSOURI	3271	3066	819	817	3994	3753	37	37	1.408	1.654
MONTANA	679	635	149	151	4557	4205	29	30	1.138	0.995
NEBRASKA	1267	1181	266	268	4763	4407	24	26	1.101	1.153
NEVADA	879	831	185	180	4751	4617	25	22	1.118	1.112
NEW HAMPSHIRE	1060	932	175	172	6057	5419	7	11	0.614	0.845
NEW JERSEY	8248	7731	1100	1093	7498	7073	3	2	1.005	1.067
NEW MEXICO	1127	1049	307	301	3671	3485	43	42	1.052	1.383
NEW YORK	19600	17900	2571	2576	7623	6949	2	3	0.604	0.681
NORTH CAROLINA	4100	4021	1085	1085	3779	3706	41	39	1.077	0.769
NORTH DAKOTA	503	484	118	119	4263	4067	32	33	0.975	1.340
OHIO	8520	8068	1766	1782	4824	4527	22	23	1.012	1.015
OKLAHOMA	2044	1819	582	586	3512	3104	44	46	1.296	1.353
OREGON	2385	2174	452	453	5277	4799	17	17	1.315	1.379
PENNSYLVANIA	9843	9199	1646	1658	5980	5548	9	10	0.895	0.969
RHODE ISLAND	882	809	136	136	6485	5949	6	6	0.690	0.911
SOUTH CAROLINA	2411	2253	621	621	3882	3628	39	40	1.145	1.281
SOUTH DAKOTA	475	453	129	129	3682	3512	42	41	1.417	1.379
TENNESSEE	2597	2443	815	821	3187	2976	49	49	1.245	1.203
TEXAS	13481	12505	3354	3325	4019	3761	36	36	1.301	1.155
UTAH	1110	1070	441	438	2517	2443	51	51	1.562	1.145
VERMONT	563	523	94	94	5989	5564	8	8	0.505	0.605
VIRGINIA	4724	4499	1006	995	4696	4522	26	24	0.884	1.175
WASHINGTON	4111	3678	801	794	5132	4632	18	21	0.532	0.617
WEST VIRGINIA	1410	1365	317	327	4448	4174	31	31	1.106	1.004
WISCONSIN	4509	4120	776	774	5811	5323	11	12	0.905	1.041
WYOMING	510	500	96	97	5312	5155	15	14	0.824	0.970
TOTAL DOMESTIC U.S.	1198864	185250	40801	40608	4874	4562			0.984	1.034

* Note: Total Book Sales include both public and private schools. Current Expenditures are for public schools only. Thus, this column should be used as a scalar reference only. Actual ratios of book sales to current expenditures would necessarily be lower.

Sources: Enrollments and Expenditure data are from the U.S. Department of Education, National Center for Education Statistics. Expenditure data are from an "Updated Table 150" as included in the Digest of Education Statistics 1990.

OPERATING DATA

Data are shown by size of publisher **(Tables F7 through F14). Table F7** is a summary table offering a composite operating statement of the reporting publishers. The remaining tables detail specific expense areas.

Publishers were offered the choice of reporting on a calendar or fiscal year basis. 5 publishers elected to report on a fiscal year basis. The months their fiscal year ended and the number of publishers for each period are:

March - 1
April - 1
June - 2
October - 1

TABLE F7 - OPERATING DATA OF ELHI PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS

	ALL PUBLISHERS						YOUR DATA	
	1990			1989				
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	1523666	104.0	101.4 TO 104.6	1451920	103.5	101.3 TO 103.5		
RETURNS & ALLOWANCES	58565	4.0	1.4 TO 4.6	48543	3.5	1.3 TO 3.5		
NET SALES	1465100	100.0	100.0 TO 100.0	1403378	100.0	100.0 TO 100.0		
COST OF GOODS SOLD	365122	24.9	22.4 TO 26.2	404707	28.8	22.0 TO 30.5		
GROSS MARGIN	1099978	75.1	73.8 TO 77.6	998671	71.2	69.5 TO 78.0		
PLANT EXPENSE	145847	10.0	4.8 TO 15.2	153069	10.9	4.7 TO 13.1		
OTHER INCOME (TOTAL)	8064	0.6	0.0 TO 0.9	10007	0.7	0.1 TO 0.8		
GENERAL	7299	0.5	0.0 TO 1.0	8693	0.6	0.1 TO 1.0		
FROM FOREIGN SUBSIDS.	723	0.0		1314	0.1			
UNSPECIFIED	42			0				
PUBLISHING & OPERATING EXPENSES								
EDITORIAL	82874	5.7	3.0 TO 7.4	91396	6.5	3.7 TO 8.0		
PRODUCTION	34226	2.3	1.2 TO 3.5	26438	1.9	1.1 TO 2.3		
MARKETING	384142	26.2	20.7 TO 30.9	403070	28.7	25.5 TO 33.0		
FULFILLMENT	104095	7.1	3.9 TO 7.8	98548	7.0	4.8 TO 9.0		
GENERAL & ADMIN.	125940	8.6	8.0 TO 10.2	152002	10.8	8.7 TO 13.7		
TOTAL PUBL. & OPERATING EXPENSE	731277	49.9	44.9 TO 55.7	771455	55.0	49.0 TO 58.9		
INCOME FROM OPERATIONS*	230919	15.8	6.3 TO 20.9	84153	6.0	3.2 TO 19.0		

Continued on page F-14

* Operating expenses as reported above do not include certain corporate charges. Examples of items which may not be reported are corporate staff compensation, legal and accounting fees, interest costs, and other charges which are not directly applicable to a particular business segment. As a result, income from operations as expressed above does not reflect actual pre-tax operating margins.

OPERATING DATA

Data are shown by 1990 net dollar sales size groups. **(Tables F7 through F14). Table F7** is a summary table offering a composite operating statement of the reporting publishers. The remaining tables detail specific expense areas, for participating publishers able to furnish such detail. All but one publisher have reported on a calendar year basis.

TABLE F7 - OPERATING DATA OF ELHI PUBLISHERS - BY SIZE OF PUBLISHER

Continued from page F-13

	5 PUBLISHERS WITH 1990 NET SALES BELOW $30 MILLION							
	1990			1989			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	43006	100.9	100.0 TO 101.7	41447	101.0	100.0 TO 101.7		
RETURNS & ALLOWANCES	368	0.9	0.0 TO 1.7	395	1.0	0.0 TO 1.7		
NET SALES	42638	100.0	100.0 TO 100.0	41052	100.0	100.0 TO 100.0		
COST OF GOODS SOLD	10623	24.9	22.4 TO 33.9	10521	25.6	21.4 TO 35.9		
GROSS MARGIN	32015	75.1	66.1 TO 77.6	30531	74.4	64.1 TO 78.6		
PLANT EXPENSE	4672	11.0	2.3 TO 18.4	3330	8.1	1.2 TO 13.4		
OTHER INCOME (TOTAL)	66	0.2		42	0.1			
GENERAL	66	0.2		42	0.1			
FROM FOREIGN SUBSIDS.	0	0.0		0	0.0			
UNSPECIFIED	0			0				
PUBLISHING & OPERATING EXPENSES								
EDITORIAL	2219	5.2	3.3 TO 11.0	2047	5.0	3.6 TO 10.9		
PRODUCTION	462	1.1	0.9 TO 1.6	430	1.0	1.1 TO 1.5		
MARKETING	13599	31.9	20.2 TO 36.4	15428	37.6	22.6 TO 43.9		
FULFILLMENT	1782	4.2	2.3 TO 8.4	1554	3.8	1.1 TO 8.5		
GENERAL & ADMIN.	6399	15.0	8.6 TO 20.5	6806	16.6	9.0 TO 22.6		
TOTAL PUBL. & OPERATING EXPENSE	24461	57.4	39.3 TO 66.4	26265	64.0	41.5 TO 79.3		
INCOME FROM OPERATIONS*	2948	6.9	0.9 TO 21.8	978	2.4	-23.0 TO 31.1		

* Please see corresponding note on page F-13.

Continued on page F-15

TABLE F7 - OPERATING DATA OF ELHI PUBLISHERS - BY SIZE OF PUBLISHER

Continued from page F-14

	4 PUBLISHERS WITH 1990 NET SALES $30 TO $100 MILLION							
	1990			1989			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	230086	103.2	102.0 TO 105.6	214905	104.0	102.1 TO 107.3		
RETURNS & ALLOWANCES	7051	3.2	2.0 TO 5.6	8276	4.0	2.1 TO 7.3		
NET SALES	223035	100.0	100.0 TO 100.0	206629	100.0	100.0 TO 100.0		
COST OF GOODS SOLD	67566	30.3	22.0 TO 36.0	56646	27.4	23.2 TO 29.1		
GROSS MARGIN	155469	69.7	64.0 TO 78.0	149983	72.6	70.9 TO 76.8		
PLANT EXPENSE	16215	7.3	3.4 TO 9.2	15083	7.3	3.0 TO 10.0		
OTHER INCOME (TOTAL)	136	0.1	-0.0 TO 0.1	463	0.2	-0.0 TO 0.8		
GENERAL	94	0.1	-0.0 TO 0.2	463	0.2	-0.0 TO 0.8		
FROM FOREIGN SUBSIDS.	0	0.0		0	0.0			
UNSPECIFIED	42			0				
PUBLISHING & OPERATING EXPENSES								
EDITORIAL	11113	5.0	3.3 TO 7.0	13262	6.4	5.1 TO 8.4		
PRODUCTION	7329	3.3	1.5 TO 5.7	2798	1.4	0.9 TO 2.3		
MARKETING	46898	21.0	17.5 TO 28.2	49925	24.2	22.6 TO 27.5		
FULFILLMENT	13707	6.1	2.8 TO 7.3	16355	7.9	3.1 TO 11.3		
GENERAL & ADMIN.	32880	14.7	9.5 TO 18.6	30290	14.7	9.9 TO 18.7		
TOTAL PUBL. & OPERATING EXPENSE	111927	50.2	45.2 TO 54.5	112630	54.5	50.2 TO 55.9		
INCOME FROM OPERATIONS*	27463	12.3	2.8 TO 29.4	22733	11.0	5.2 TO 21.5		

* Please see corresponding note on page F-13.

Continued on page F-16

TABLE F7 - OPERATING DATA OF ELHI PUBLISHERS - BY SIZE OF PUBLISHER

Continued from page F-15

	6 PUBLISHERS WITH 1990 NET SALES ABOVE $100 MILLION							
	1990			1989			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	1250574	104.3	103.3 TO 105.4	1195568	103.4	103.1 TO 104.3		
RETURNS & ALLOWANCES	51146	4.3	3.3 TO 5.4	39872	3.5	3.1 TO 4.3		
NET SALES	1199427	100.0	100.0 TO 100.0	1155697	100.0	100.0 TO 100.0		
COST OF GOODS SOLD	286933	23.9	23.0 TO 24.7	337540	29.2	23.4 TO 36.1		
GROSS MARGIN	912494	76.1	75.3 TO 77.0	818157	70.8	63.9 TO 76.6		
PLANT EXPENSE	124960	10.4	6.3 TO 19.3	134656	11.7	6.7 TO 24.4		
OTHER INCOME (TOTAL)	7862	0.7	0.1 TO 1.4	9502	0.8	0.1 TO 1.6		
GENERAL	7139	0.6	0.1 TO 1.7	8188	0.7	0.1 TO 1.6		
FROM FOREIGN SUBSIDS.	723	0.1		1314	0.1			
UNSPECIFIED	0			0				
PUBLISHING & OPERATING EXPENSES								
EDITORIAL	69542	5.8	2.9 TO 8.0	76087	6.6	3.2 TO 8.0		
PRODUCTION	26435	2.2	1.3 TO 3.4	23210	2.0	1.4 TO 3.0		
MARKETING	323645	27.0	22.2 TO 28.6	337717	29.2	27.3 TO 31.8		
FULFILLMENT	88606	7.4	5.9 TO 8.5	80639	7.0	6.0 TO 8.9		
GENERAL & ADMIN.	86661	7.2	6.3 TO 9.1	114906	9.9	6.9 TO 13.9		
TOTAL PUBL. & OPERATING EXPENSE	594889	49.6	44.6 TO 52.1	632560	54.7	50.2 TO 60.7		
INCOME FROM OPERATIONS*	200507	16.7	11.4 TO 19.5	60443	5.2	-17.1 TO 18.8		

* Please see corresponding note on page F-13.

TABLE F8 - COST OF GOODS SOLD OF ELHI PUBLISHERS-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS
WITH TOTAL NET SALES OF $1,465,100,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $30 MILLION		4 PUBLISHERS NET SALES $30- $100 MILLION		6 PUBLISHERS NET SALES ABOVE $100 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
PAPER, PRINTING AND BINDING (TOTAL)	299058	20.4	8940	21.0	53209	23.9	236908	19.8		
P,P&B COSTS OF PRODUCTS SOLD	266075	18.9	5672	20.0	44317	23.0	216086	18.0		
INBOUND FREIGHT	6365	0.4	34	0.1	531	0.2	5800	0.5		
INVENTORY WRITEDOWN PROVISIONS	16631	1.1	247	0.9	1362	0.7	15022	1.3		
UNSPECIFIED	9987		2987		6999		0			
ROYALTIES PAID	66065	4.5	1683	3.9	14357	6.4	50025	4.2		
TOTAL COST OF GOODS SOLD	365123	24.9	10623	24.9	67566	30.3	286933	23.9		

TABLE F9 - PLANT EXPENSE OF ELHI PUBLISHERS-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS
WITH TOTAL NET SALES OF $1,465,100,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $30 MILLION		4 PUBLISHERS NET SALES $30- $100 MILLION		6 PUBLISHERS NET SALES ABOVE $100 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
TOTAL PLANT EXPENSE	145690	9.9	4515	10.6	16215	7.3	124960	10.4		

Publishers were queried about their accounting for plant costs. All 14 publishers replied:

- Amortized over 3 years - 2 publishers
- Amortized over 3-5 years - 2 publishers
- Amortized over 4 years - 1 publisher
- Amortized over 5 years - 5 publishers
- Amortized over 5-7 years - 1 publisher
- Amortized separately, parallel to sales of the first printing - 1 publisher
- Written into inventory with first printing - 1 publisher.

TABLE F10 - EDITORIAL EXPENSE OF ELHI PUBLISHERS-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS
WITH TOTAL NET SALES OF $1,465,100,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $30 MILLION		4 PUBLISHERS NET SALES $30- $100 MILLION		6 PUBLISHERS NET SALES ABOVE $100 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
SALARIES	43256	3.0	1294	3.0	5207	2.3	36754	3.1		
BENEFITS	8677	0.6	300	0.7	1251	0.6	7125	0.6		
OUTSIDE EDITORIAL EXP.	18383	1.3	473	1.1	2568	1.2	15342	1.3		
TRAVEL & ENTERTAINMENT	3692	0.3	91	0.2	289	0.1	3313	0.3		
OTHER	8867	0.6	61	0.1	1798	0.8	7008	0.6		
TOTAL EDITORIAL EXPENSE	82874	5.7	2219	5.2	11113	5.0	69542	5.8		

TABLE F11 - PRODUCTION EXPENSE OF ELHI PUBLISHERS-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS
WITH TOTAL NET SALES OF $1,465,100,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $30 MILLION		4 PUBLISHERS NET SALES $30- $100 MILLION		6 PUBLISHERS NET SALES ABOVE $100 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
SALARIES	18205	1.3	193	0.9	4435	2.0	13577	1.1		
BENEFITS	3583	0.2	36	0.2	1099	0.5	2448	0.2		
OUTSIDE PRODUCTION EXP.	9121	0.6	0	0.0	1315	0.6	7806	0.7		
OTHER	3095	0.2	12	0.1	479	0.2	2604	0.2		
TOTAL PRODUCTION EXPENSE	34005	2.3	241	1.1	7329	3.3	26435	2.2		

TABLE F12 - MARKETING EXPENSE OF ELHI PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 13 PUBLISHERS
WITH TOTAL NET SALES OF $1,372,352,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $30 MILLION		3 PUBLISHERS NET SALES $30- $100 MILLION		6 PUBLISHERS NET SALES ABOVE $100 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
SELLING EXPENSE										
ALL SALARIES AND BENEFITS	79626	5.9	2080	7.3	9832	7.5	67713	5.6		
ALL BONUSES AND COMMISSIONS	35235	2.6	1359	4.7	1832	1.4	32044	2.7		
ALL TRAVEL AND ENTERTAINMENT	34113	2.5	894	3.1	3566	2.7	29653	2.5		
OTHER	37303	2.8	761	2.7	963	0.7	35579	3.0		
UNSPECIFIED	2510		2510		0		0			
TOTAL SELLING EXPENSE	188787	13.8	7605	17.8	16193	12.4	164989	13.8		
PROMOTION EXPENSE										
SALARIES & BENEFITS S	14817	1.1	356	0.8	2206	1.7	12256	1.0		
SPACE ADVERTISING	2445	0.2	261	0.6	564	0.4	1620	0.1		
CATALOGS & BROCHURES	19723	1.4	1607	3.8	2890	2.2	15227	1.3		
FREE COPIES (TOTAL)	121545	8.9	2143	5.0	6211	4.8	113191	9.4		
COST OF FREE COPIES	106167	7.9	144	5.0	4993	3.8	101030	8.4		
TRANSPORTATION	13378	1.0	0	0.0	1218	0.9	12161	1.0		
UNSPECIFIED	1999		1999		0		0			
OTHER PROMOTION INCL. EXHIBITS	20448	1.5	1627	3.8	2459	1.9	16362	1.4		
TOTAL PROMOTION EXPENSE	178978	13.0	5994	14.1	14329	11.0	158655	13.2		
TOTAL MARKETING EXPENSE	367765	26.8	13599	31.9	30522	23.4	323644	27.0		

TABLE F13 - FULFILLMENT EXPENSE OF ELHI PUBLISHERS-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 12 PUBLISHERS
WITH TOTAL NET SALES OF $1,025,926,000

	ALL PUBLISHERS		3 PUBLISHERS NET SALES UP TO $30 MILLION		4 PUBLISHERS NET SALES $30- $100 MILLION		5 PUBLISHERS NET SALES ABOVE $100 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
INTERNAL EXPENSE	56914	5.5	1311	4.7	12611	5.7	42992	5.5		
EXTERNAL EXPENSE	12702	1.2	93	0.3	1097	0.5	11512	1.5		
TOTAL FULFILLMENT EXP.	69616	6.8	1404	5.0	13707	6.1	54504	7.0		

TABLE F14 - GENERAL AND ADMINISTRATIVE EXPENSE OF ELHI PUBLISHERS-BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS
WITH TOTAL NET SALES OF $1,465,100,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $30 MILLION		4 PUBLISHERS NET SALES $30- $100 MILLION		6 PUBLISHERS NET SALES ABOVE $100 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
DIRECT	56792	3.9	4734	11.1	12813	5.7	39244	3.3		
ALLOCATED	69148	4.7	1665	3.9	20066	9.0	47418	4.0		
TOTAL G & A EXPENSE	125940	8.6	6399	15.0	32880	14.7	86661	7.2		

SECTION G - COLLEGE PUBLISHERS AND DIVISIONS

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM G (available on request from the AAP New York Office) to insure the correct interpretation of this report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION should be reviewed for a full understanding of the tables and text.

SALES DATA

In **Table** G2 25 college textbook and materials publishers reported total 1990 net sales of $1496.3 million to this Survey. As the college publishing industry enjoys estimated book sales of $1991.3 million, as reported in **Table S1,** and audiovisual and related materials sales of $20.0 million for a combined estimated sales total of $2011.3 million, the reporting group appears to represent some 74.4% of this industry segment. However, the reader is referred to the discussion accompanying **Table G1,** and to the Higher Education Division footnote following **Table S1.**

TABLE G1 - ESTIMATED INDUSTRY SALES OF COLLEGE TEXTBOOKS

The AAP Higher Education Division Business Managers Committee has felt, for a number of years, that the estimates based on the U.S. Department of Commerce Census of Manufactures **(Table S1)** overstate the college textbook market, and they have annually conducted their own independent survey. This year the HED Survey includes responses from 48 publishing entities which the Committee feels represent the majority of college textbook publishers.

The results of this survey are shown in **Table G1,** and the list of participants appears on page G-2.

MILLIONS OF DOLLARS

	1990	1989	PERCENT CHANGE
TABLE S-1 ESTIMATE	1991.3	1842.1	8.1
HED SURVEY (ACTUAL)	1693.4	1540.0	10.0
HED PERCENT OF S-1	85.0	83.6	

Continued on page G-2

TABLE G1 - ESTIMATED INDUSTRY SALES OF COLLEGE TEXTBOOKS

Continued from page G-1

Publishers participating in the special AAP Higher Education Business Managers Committee Survey **(Table G1):**

Academic Press
Addison-Wesley Publishing

William C. Brown Companies
Burgess International Group

Congressional Quarterly

Harlan Davidson, Inc.
F.A. Davis Co.
Dearborn Financial Publishing
Delmar Publishers
Dushkin Publishing Group

EMC Corp.

Franklin, Beedle & Assocs.
W.H. Freeman & Co.

Gorsuch Scarisbrick Publ.
Graphic Arts Technical
Warren H. Green, Inc.

Hackett Publishing Co.
Harcourt Brace Jovanovich
HarperCollins, Publishers
D.C. Heath & Co.
Holt, Rinehart & Winston
Houghton-Mifflin

Richard D. Irwin, Inc.

Jones & Bartlett

Love Publishing Co.

Macmillan Publishing Co.
Macmillan/McGraw-Hill School
Mayfield Publishing
McCutchan Publishing
McGraw-Hill Book Co.
Mosby-Year Book

W.W. Norton & Co.

Oxford University Press

Pacific Books, Publishers
F.E. Peacock Publishers
PRO-ED, Inc.
Prometheus Books

Lynne Rienner Publishers

St. Martin's Press
Scientific Press
Simon & Schuster
South-Western Publishing

Taylor & Francis Group

University Press of America

Wadsworth Inc.
Waveland Press
Westview Press
John Wiley & Sons

TABLE G2 - SALES OF COLLEGE TEXTBOOKS AND MATERIALS

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 25 PUBLISHERS

	GROSS SALES									
	1990		1989		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	1846793	107974	1690953	99465	9.2	8.6				
AV AND OTHER MEDIA	5976	456	5077	421	17.7	8.3				
TOTAL	1852769	108430	1696030	99886	9.2	8.6				

Continued on page G-3

TABLE G2 - SALES OF COLLEGE TEXTBOOKS AND MATERIALS

Continued from page G-2

	RETURNS									
	1990		1989		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	355348	33616	317811	25409	11.8	32.3				
AV AND OTHER MEDIA	1171	165	822	124	42.5	33.1				
TOTAL	356519	33781	318633	25533	11.9	32.3				

	NET SALES									
	1990		1989		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	1491445	74358	1373142	74056	8.6	0.4				
AV AND OTHER MEDIA	4805	291	4255	297	12.9	-2.0				
TOTAL	1496250	74649	1377397	74353	8.6	0.4				

	1990 PERCENT RETURNS TO GROSS							
	DOLLARS		UNITS		YOUR DATA			
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE				
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	19.2	17.3 TO 21.6	31.1	17.0 TO 22.4				
AV AND OTHER MEDIA	19.6		36.2					
TOTAL	19.2	17.3 TO 21.6	31.2	17.1 TO 22.5				

	1989 PERCENT RETURNS TO GROSS							
	DOLLARS		UNITS		YOUR DATA			
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE				
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	18.8	16.8 TO 20.5	25.5	16.9 TO 20.5				
AV AND OTHER MEDIA	16.2		29.5					
TOTAL	18.8	16.8 TO 20.5	25.6	16.9 TO 20.9				

TABLE G3 - NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS-BY PRODUCT CATEGORY

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 22 PUBLISHERS

	1990		1989		1988		YOUR DATA			
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS				
TEXTBOOKS	1181394	57116	1080100	55051	975605	52268				
AUDIOVISUAL & OTHER MEDIA	5329	390	4673	391	3652	326				
TOTAL BOOKS & MATERIALS	1186723	57506	1084773	55442	979257	52594				

	1987		PERCENT CHANGE 90/89		PERCENT CHANGE 90/87		YOUR DATA			
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS				
TEXTBOOKS	891838	49371	9.4	3.8	32.5	15.7				
AUDIOVISUAL & OTHER MEDIA	3582	332	14.0	-0.3	48.8	17.5				
TOTAL BOOKS & MATERIALS	895420	49703	9.4	3.7	32.5	15.7				

	1990 DOLLARS PER UNIT		1989 DOLLARS PER UNIT	
	$-AVG.	AVG $ MID-RANGE	$-AVG.	AVG $ MID-RANGE
TEXTBOOKS	20.68	14.47 TO 25.51	19.62	13.89 TO 25.43
AUDIOVISUAL & OTHER MEDIA	13.66	11.97 TO 23.11	11.95	10.19 TO 33.23
TOTAL BOOKS & MATERIALS	20.64	14.47 TO 25.51	19.57	13.81 TO 25.43

	1988 DOLLARS PER UNIT		1987 DOLLARS PER UNIT	
	$-AVG.	AVG $ MID-RANGE	$-AVG.	AVG $ MID-RANGE
TEXTBOOKS	18.67	13.19 TO 22.60	18.06	12.32 TO 21.09
AUDIOVISUAL & OTHER MEDIA	11.20	9.93 TO 19.57	10.79	8.56 TO 19.31
TOTAL BOOKS & MATERIALS	18.62	13.00 TO 22.50	18.02	12.32 TO 21.09

Table G4 - Estimated Domestic Sales of Books and Materials in the College Market, has been discontinued.

TABLE G5 - DOMESTIC NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS-BY MARKET CATEGORY

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS

	1989		1990			YOUR DATA		
	$	PCT OF TOTAL	$	PCT CHG FROM 89	PCT OF TOTAL			
DOMESTIC SALES								
BOOKSTORES (TOTAL)	799299	76.7	774301	-3.1	67.9			
COLLEGE	773213	74.2	744033	-3.8	65.3			
OTHER	26086	2.5	30268	16.0	2.7			
WHOLESALERS & JOBBERS	33113	3.2	35050	5.8	3.1			
LIBRARIES AND INSTITUTIONS (TOTAL)	92136	8.8	103384	12.2	9.1			
COLLEGES & UNIV.	41978	4.0	42402	1.0	3.7			
SCHOOLS	47444	4.6	55270	16.5	4.9			
PUBLIC LIBRARIES	2124	0.2	2335	9.9	0.2			
OTHER	472	0.0	3266	591.9	0.3			
UNSPECIFIED	118	0.0	111	-5.9	0.0			
GOVERNMENT	2360	0.2	2461	4.3	0.2			
INDUSTRY	8967	0.9	9412	5.0	0.8			
DIRECT TO CONSUMER	10154	1.0	9527	-6.2	0.8			
OTHER	8188	0.8	110808	1253.3	9.7			
TOTAL DOMESTIC SALES	954217	91.6	1044942	9.5	91.6			
FOREIGN SALES	87515	8.4	95293	8.9	8.4			
ALL SALES	1041732	100.0	1140236	9.5	100.0			

TABLE G6a - NET SALES OF NEW AND REVISED AND BACKLIST COLLEGE TEXTBOOKS

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 11 PUBLISHERS

	1990		1989		PCT CHG 90/89		YOUR DATA			
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS				
TEXTBOOKS (TOTAL)	420521	19221	384558	18769	9.4	2.4				
NEW & REVISED	178609	8124	159159	7681	12.2	5.8				
BACKLIST	241912	11097	225399	11088	7.3	0.1				

	1988		1987		PCT CHG 90/87		YOUR DATA			
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS				
TEXTBOOKS (TOTAL)	331575	17250	316118	17274	33.0	11.3				
NEW & REVISED	128820	6736	129932	7015	37.5	15.8				
BACKLIST	202755	10514	186186	10259	29.9	8.2				

Please see **Table G6a** note on page G-6.

TABLE G6b - DOMESTIC NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS -BY SUBJECT CATEGORIES

THOUSANDS OF DOLLARS - AS REPORTED BY 23 PUBLISHERS

	1990		1989		1988	
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL
ACCOUNTING	101943	7.3	92565	7.2	89584	8.1
ANTHROPOLOGY	7710	0.6	6201	0.5	5511	0.5
ART & ARCHITECTURE	24735	1.8	24310	1.9	20986	1.9
ASTRONOMY	2102	0.2	1513	0.1	2267	0.2
BIOLOGY	68957	5.0	56627	4.4	46388	4.2
BUSINESS ADMINISTRATION	123815	8.9	122292	9.5	111287	10.1
MANAGEMENT	49995	3.6	45784	3.6	41514	3.8
MARKETING	28730	2.1	27058	2.1	24024	2.2
FINANCE	22935	1.7	24599	1.9	22656	2.1
OTHER	21645	1.6	24429	1.9	22822	2.1
UNSPECIFIED	510		422		271	
BUSINESS EDUCATION	48021	3.5	47093	3.7	40708	3.7
CAREER EDUCATION & OCCUPATIONAL EDUC.	66856	4.8	66909	5.2	57600	5.2
CHEMISTRY (INCL. BIOCH.)	45243	3.3	39265	3.1	38344	3.5
COMPUTERS & COMPUTING	112099	8.1	97311	7.6	75193	6.8
ECONOMICS	43227	3.1	41185	3.2	38119	3.4
EDUCATION	42670	3.1	37774	2.9	29681	2.7
ENGINEERING	58761	4.2	58119	4.5	49354	4.5
ELECTRICAL	18999	1.4	18795	1.5	15428	1.4
CIVIL	6928	0.5	6886	0.6	5696	0.5
MECHANICAL	9609	0.7	9018	0.7	5792	0.5
OTHER	20877	1.6	21648	1.7	20885	1.9
UNSPECIFIED	2348		1772		1553	
ENGLISH LANGUAGE & LIT.	94700	6.8	90752	7.1	82139	7.4
ENGLISH-AS-A-SECOND LANGUAGE	26072	1.9	19899	1.5	15670	1.4
FOREIGN LANGUAGES (OTHER THAN FRENCH, GERMAN AND SPANISH)	5754	0.4	4052	0.3	2829	0.3
FRENCH	9236	0.7	8529	0.7	5490	0.5
GEOLOGY & EARTH SCIENCE	8448	0.6	8900	0.7	6497	0.6
GEOGRAPHY	7689	0.6	5895	0.5	6440	0.6
GERMAN	4883	0.4	4882	0.4	5228	0.5
HEALTH EDUCATION & PHYSICAL EDUCATION	15508	1.1	13277	1.0	11786	1.1
HISTORY	34679	2.5	32165	2.5	27552	2.5
HOME ECONOMICS	6164	0.4	4879	0.4	4323	0.4

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In **Table G6a** limiting themselves to **textbooks only,** and **including** export sales, publishers were asked to report their new and revised title sales (i.e. of titles copyrighted in the reporting year), and backlist sales separately.

Domestic Net Sales by **Subject Categories** are analyzed in **Tables G6b and G6c. Table G6b** includes **dollar data only,** but it reports the sale of **all** books and materials. **Table G6c** includes dollar and **unit** data, but is confined to **textbooks only,** excluding workbooks, tests, reprints, pamphlets, manuals and non-print media.

TABLE G6b - DOMESTIC NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS -BY SUBJECT CATEGORIES

Continued from page G-6

	1990		1989		1988	
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL
MATHEMATICS	141146	10.2	132394	10.3	105967	9.6
MATHEMATICS	109748	8.2	105098	8.6	83388	7.9
STATISTICS	18883	1.4	17640	1.4	14211	1.3
OTHER	6835	0.5	3748	0.3	3821	0.4
UNSPECIFIED	5680		5908		4547	
MUSIC	11649	0.8	11452	0.9	9747	0.9
NURSING & ALLIED HEALTH	27034	1.9	24463	1.9	24578	2.2
PHYSICS & PHYSICAL SCIENCE SURVEY	27366	2.0	27072	2.1	18889	1.7
POLITICAL SCIENCE, PUBLIC SERVICE & ADMINISTRATION	26688	1.9	31121	2.4	24809	2.2
PSYCHOLOGY	73251	5.3	64237	5.0	58048	5.2
RELIGION & PHILOSOPHY	18018	1.3	17090	1.3	14838	1.3
SOCIOLOGY	26174	1.9	26048	2.0	22585	2.0
SPANISH	16601	1.2	14900	1.2	12812	1.2
SPEECH, DRAMA & MASS MEDIA	33398	2.4	30704	2.4	24883	2.2
MISCELLANEOUS	29535	2.1	22739	1.8	16194	1.5
TOTAL	1390132	100.0	1286614	100.0	1106326	100.0

TABLE G6c - DOMESTIC NET SALES OF COLLEGE TEXTBOOKS-BY SUBJECT CATEGORIES

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 17 PUBLISHERS

	1990					1989				
	DOLLARS		UNITS		AVERAGE DOLLARS	DOLLARS		UNITS		AVERAGE DOLLARS
	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT
ACCOUNTING	82126	7.2	3186	6.5	25.78	73886	7.1	3364	6.7	21.96
ANTHROPOLOGY	5518	0.5	294	0.6	18.77	4015	0.4	258	0.5	15.56
ART & ARCHITECTURE	24130	2.1	901	1.9	26.78	22361	2.1	891	1.8	25.10
ASTRONOMY	989	0.1	41	0.1	24.12	790	0.1	36	0.1	21.94
BIOLOGY	46780	4.1	1706	3.5	27.42	41954	4.0	1671	3.3	25.11
BUSINESS ADMINISTRATION	112403	9.8	3732	7.7	30.12	107999	10.3	4150	8.3	26.02
MANAGEMENT	44900	3.9	1513	3.1	29.68	40808	3.9	1627	3.3	25.08
MARKETING	27578	2.4	823	1.7	33.51	26089	2.5	895	1.8	29.15
FINANCE	19505	1.7	619	1.3	31.51	21272	2.0	807	1.6	26.36
OTHER	19910	1.7	758	1.6	26.27	19408	1.9	804	1.6	24.14
UNSPECIFIED	510	0.0	19	0.0	26.84	422	0.0	17	0.0	24.82
BUSINESS EDUCATION	39316	3.4	1746	3.6	22.52	39695	3.8	2287	4.6	17.36
CAREER EDUCATION & OCCUPATIONAL EDUC.	65167	5.7	2536	5.2	25.70	64993	6.2	3006	6.0	21.62
CHEMISTRY (INCL. BIOCH.)	35209	3.1	1220	2.5	28.86	30413	2.9	1174	2.4	25.91

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TABLE G6c - DOMESTIC NET SALES OF COLLEGE TEXTBOOKS-BY SUBJECT CATEGORIES

Continued from page G-7

	1990					1989				
	DOLLARS		UNITS		AVERAGE DOLLARS PER UNIT	DOLLARS		UNITS		AVERAGE DOLLARS PER UNIT
	$	PCT OF TOTAL	NO.	PCT OF TOTAL		$	PCT OF TOTAL	NO.	PCT OF TOTAL	
COMPUTERS & COMPUTING	92507	8.1	3769	7.7	24.54	76424	7.3	3445	6.9	22.18
ECONOMICS	32882	2.9	1245	2.6	26.41	27925	2.7	1244	2.5	22.45
EDUCATION	36295	3.2	1987	4.1	18.27	33217	3.2	2018	4.0	16.46
ENGINEERING	56207	4.9	1504	3.1	37.37	56123	5.4	1871	3.7	30.00
ELECTRICAL	18795	1.6	517	1.1	36.35	18617	1.8	653	1.3	28.51
CIVIL	6928	0.6	196	0.4	35.35	6886	0.7	229	0.5	30.07
MECHANICAL	9495	0.8	243	0.5	39.07	8999	0.9	287	0.6	31.36
OTHER	20989	1.8	548	1.1	38.30	21621	2.1	702	1.4	30.80
UNSPECIFIED	0	0.0	0	0.0	0.00	0	0.0	0	0.0	0.00
ENGLISH LANGUAGE & LIT.	63289	5.5	4142	8.5	15.28	58485	5.6	4117	8.2	14.21
ENGLISH-AS-A-SECOND LANGUAGE	21573	1.9	2745	5.6	7.86	16612	1.6	2155	4.3	7.71
FOREIGN LANGUAGES (OTHER THAN FRENCH, GERMAN AND SPANISH)	6234	0.5	324	0.7	19.24	4525	0.4	254	0.5	17.81
FRENCH	8312	0.7	394	0.8	21.10	7785	0.7	429	0.9	18.15
GEOLOGY & EARTH SCIENCE	7757	0.7	289	0.6	26.84	8002	0.8	294	0.6	27.22
GEOGRAPHY	6807	0.6	231	0.5	29.47	5109	0.5	190	0.4	26.89
GERMAN	2990	0.3	143	0.3	20.91	2902	0.3	158	0.3	18.37
HEALTH EDUCATION & PHYSICAL EDUCATION	14122	1.2	698	1.4	20.23	12736	1.2	688	1.4	18.51
HISTORY	23161	2.0	1094	2.2	21.17	22436	2.1	1134	2.3	19.78
HOME ECONOMICS	5095	0.4	192	0.4	26.54	3857	0.4	154	0.3	25.05
MATHEMATICS	117424	10.2	4308	8.8	27.26	109728	10.5	4546	9.1	24.14
MATHEMATICS	91788	8.2	3423	7.2	26.82	87280	8.5	3670	7.5	23.78
STATISTICS	18639	1.7	659	1.4	28.28	17278	1.7	678	1.4	25.48
OTHER	4763	0.4	145	0.3	32.85	2669	0.3	98	0.2	27.23
UNSPECIFIED	2234	0.2	81	0.2	27.58	2499	0.2	100	0.2	24.99
MUSIC	11505	1.0	468	1.0	24.58	11216	1.1	505	1.0	22.21
NURSING & ALLIED HEALTH	18838	1.6	1055	2.2	17.86	15952	1.5	965	1.9	16.53
PHYSICS & PHYSICAL SCIENCE SURVEY	25123	2.2	808	1.7	31.09	24547	2.3	922	1.8	26.62
POLITICAL SCIENCE, PUBLIC SERVICE & ADMINISTRATION	18858	1.6	778	1.6	24.24	20978	2.0	927	1.9	22.63
PSYCHOLOGY	60585	5.3	2331	4.8	25.99	52975	5.1	2301	4.6	23.02
RELIGION & PHILOSOPHY	17747	1.5	892	1.8	19.90	16423	1.6	944	1.9	17.40
SOCIOLOGY	21144	1.8	837	1.7	25.26	20399	1.9	901	1.8	22.64
SPANISH	11019	1.0	548	1.1	20.11	11053	1.1	640	1.3	17.27
SPEECH, DRAMA & MASS MEDIA	28567	2.5	1307	2.7	21.86	26797	2.6	1475	3.0	18.17
MISCELLANEOUS	28113	2.4	1249	2.6	22.51	14542	1.4	824	1.7	17.65
TOTAL	1147792	100.0	48700	100.0	23.57	1046854	100.0	49938	100.0	20.96

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TABLE G6c - DOMESTIC NET SALES OF COLLEGE TEXTBOOKS-BY SUBJECT CATEGORIES

Continued from page G-8

	1988					1987				
	DOLLARS		UNITS		AVERAGE DOLLARS PER UNIT	DOLLARS		UNITS		AVERAGE DOLLARS PER UNIT
	$	PCT OF TOTAL	NO.	PCT OF TOTAL		$	PCT OF TOTAL	NO.	PCT OF TOTAL	
ACCOUNTING	69687	7.9	3152	7.2	22.11	71131	8.7	3643	8.6	19.53
ANTHROPOLOGY	3195	0.4	192	0.4	16.64	2050	0.2	105	0.2	19.52
ART & ARCHITECTURE	19348	2.2	802	1.8	24.12	20725	2.5	919	2.2	22.55
ASTRONOMY	1130	0.1	51	0.1	22.16	1358	0.2	58	0.1	23.41
BIOLOGY	35180	4.0	1421	3.2	24.76	29804	3.6	1274	3.0	23.39
BUSINESS ADMINISTRATION	96778	10.9	3831	8.7	25.26	90549	11.0	3827	9.1	23.66
MANAGEMENT	36740	4.2	1497	3.4	24.54	30276	3.9	1298	3.2	23.33
MARKETING	22595	2.6	820	1.9	27.55	19957	2.6	753	1.9	26.50
FINANCE	18877	2.1	717	1.6	26.33	18493	2.4	717	1.8	25.79
OTHER	18295	2.1	784	1.8	23.34	17391	2.2	859	2.1	20.25
UNSPECIFIED	271	0.0	13	0.0	20.85	4432	0.5	200	0.5	22.16
BUSINESS EDUCATION	32757	3.7	1936	4.4	16.92	32195	3.9	1947	4.6	16.54
CAREER EDUCATION & OCCUPATIONAL EDUC.	54650	6.2	2178	5.0	25.09	52931	6.4	2601	6.2	20.35
CHEMISTRY (INCL. BIOCH.)	30035	3.4	1197	2.7	25.09	28428	3.5	1168	2.8	24.34
COMPUTERS & COMPUTING	65130	7.3	3042	6.9	21.41	57373	7.0	2786	6.6	20.59
ECONOMICS	25069	2.8	1158	2.6	21.65	22328	2.7	1058	2.5	21.10
EDUCATION	25037	2.8	1709	3.9	14.65	18846	2.3	895	2.1	21.06
ENGINEERING	43735	4.9	1319	3.0	33.16	41654	5.1	1337	3.2	31.15
ELECTRICAL	15070	1.7	477	1.1	31.59	13693	1.8	460	1.1	29.77
CIVIL	5602	0.6	165	0.4	33.95	4965	0.6	160	0.4	31.03
MECHANICAL	5942	0.7	180	0.4	33.01	4872	0.6	154	0.4	31.64
OTHER	17121	1.9	497	1.1	34.45	16121	2.1	496	1.2	32.50
UNSPECIFIED	0	0.0	0	0.0	0.00	2003	0.2	67	0.2	29.90
ENGLISH LANGUAGE & LIT.	53680	6.1	4013	9.1	13.38	46923	5.7	3508	8.3	13.38
ENGLISH-AS-A-SECOND LANGUAGE	13113	1.5	1676	3.8	7.82	9842	1.2	1573	3.7	6.26
FOREIGN LANGUAGES (OTHER THAN FRENCH, GERMAN AND SPANISH)	3149	0.4	164	0.4	19.20	2990	0.4	176	0.4	16.99
FRENCH	4753	0.5	285	0.6	16.68	4731	0.6	312	0.7	15.16
GEOLOGY & EARTH SCIENCE	5621	0.6	272	0.6	20.67	6846	0.8	327	0.8	20.94
GEOGRAPHY	5890	0.7	208	0.5	28.32	4249	0.5	165	0.4	25.75
GERMAN	2630	0.3	141	0.3	18.65	2034	0.2	122	0.3	16.67
HEALTH EDUCATION & PHYSICAL EDUCATION	12586	1.4	707	1.6	17.80	10743	1.3	647	1.5	16.60
HISTORY	19643	2.2	1116	2.5	17.60	19041	2.3	1108	2.6	17.19
HOME ECONOMICS	3387	0.4	141	0.3	24.02	2900	0.4	121	0.3	23.97
MATHEMATICS	88034	9.9	3728	8.5	23.61	86314	10.5	3719	8.8	23.21
MATHEMATICS	68196	7.9	2802	6.5	24.34	66999	8.9	2913	7.5	23.00
STATISTICS	13836	1.6	688	1.6	20.11	10076	1.3	404	1.0	24.94
OTHER	3750	0.4	142	0.3	26.41	2351	0.3	128	0.3	18.37
UNSPECIFIED	2252	0.3	96	0.2	23.46	6888	0.8	274	0.6	25.14
MUSIC	9488	1.1	460	1.0	20.63	8385	1.0	443	1.1	18.93
NURSING & ALLIED HEALTH	15384	1.7	884	2.0	17.40	14391	1.8	1223	2.9	11.77
PHYSICS & PHYSICAL SCIENCE SURVEY	16654	1.9	607	1.4	27.44	14190	1.7	625	1.5	22.70
POLITICAL SCIENCE, PUBLIC SERVICE & ADMINISTRATION	15893	1.8	769	1.8	20.67	18244	2.2	914	2.2	19.96
PSYCHOLOGY	44192	5.0	2147	4.9	20.58	39719	4.8	1913	4.5	20.76

Continued on page G-10

TABLE G6c - DOMESTIC NET SALES OF COLLEGE TEXTBOOKS-BY SUBJECT CATEGORIES

Continued from page G-9

	1988					1987				
	DOLLARS		UNITS		AVERAGE DOLLARS	DOLLARS		UNITS		AVERAGE DOLLARS
	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT
RELIGION & PHILOSOPHY	14240	1.6	897	2.0	15.88	10185	1.2	687	1.6	14.83
SOCIOLOGY	17013	1.9	801	1.8	21.24	13884	1.7	681	1.6	20.39
SPANISH	9673	1.1	556	1.3	17.40	8092	1.0	509	1.2	15.90
SPEECH, DRAMA & MASS MEDIA	21634	2.4	1235	2.8	17.52	19507	2.4	1177	2.8	16.57
MISCELLANEOUS	8490	1.0	1134	2.6	7.49	8698	1.1	602	1.4	14.45
TOTAL	886878	100.0	43929	100.0	20.19	821280	100.0	42170	100.0	19.48

TABLE G7a - NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS-BY GEOGRAPHICAL LOCATION

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS - WITH ESTIMATES OF INDUSTRY TEXTBOOK SALES

	ACTUAL SALES REPORTED			ESTIMATED INDUSTRY SALES					YOUR DATA	
	1990	1989	PERCENT CHANGE	1990		1989		1966-68 INDEX BASE(1)		
				$	INDEX	$	INDEX			
DOMESTIC UNITED STATES										
ALABAMA	14560	13937	4.5	27467	1029	25982	974	2668		
ALASKA	2353	2289	2.8	4574	1837	4398	1766	249		
ARIZONA	18146	17476	3.8	28701	1268	27332	1208	2263		
ARKANSAS	8050	7194	11.9	15309	859	13524	758	1783		
CALIFORNIA	136801	127385	7.4	224201	763	206350	702	29394		
COLORADO	16333	15419	5.9	29157	742	27215	693	3927		
CONNECTICUT	14526	13844	4.9	25793	587	24305	553	4395		
DELAWARE	4636	4092	13.3	8007	1259	6986	1098	636		
DIST. OF COLUMBIA	6426	6963	-7.7	11555	417	12375	447	2771		
FLORIDA	46951	41096	14.2	83178	1230	71997	1064	6765		
GEORGIA	24942	22957	8.6	39984	952	36394	867	4199		
HAWAII	4279	4389	-2.5	8520	640	8638	649	1331		
IDAHO	3476	2993	16.1	5330	449	4538	382	1187		
ILLINOIS	52934	48071	10.1	88087	612	79085	549	14405		
INDIANA	24931	21201	17.6	50384	806	42350	678	6249		
IOWA	12098	11943	1.3	22450	590	21907	576	3804		
KANSAS	9911	9757	1.6	17017	604	16556	588	2816		
KENTUCKY	11346	10997	3.2	19418	653	18599	626	2973		
LOUISIANA	14641	13797	6.1	25145	711	23427	663	3535		
MAINE	4839	4702	2.9	9147	627	8787	603	1458		
MARYLAND	21203	20272	4.6	35868	760	33896	718	4719		
MASSACHUSETTS	36614	35058	4.4	60732	500	57503	473	12149		
MICHIGAN	39692	36614	8.4	69340	637	63231	581	10885		
MINNESOTA	18911	18009	5.0	31937	644	30066	606	4958		
MISSISSIPPI	8709	8202	6.2	15137	764	14089	712	1980		
MISSOURI	23677	20660	14.6	44661	805	38523	694	5551		

Continued on page G-11

TABLE G7a - NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS-BY GEOGRAPHICAL LOCATION

Continued from page G-10

	ACTUAL SALES REPORTED			ESTIMATED INDUSTRY SALES					YOUR DATA	
	1990	1989	PERCENT CHANGE	1990		1989		1966-68 INDEX BASE(1)		
				$	INDEX	$	INDEX			
MONTANA	2990	2730	9.5	6451	686	5824	619	941		
NEBRASKA	5759	5746	0.2	9960	578	9825	570	1723		
NEVADA	3873	3989	-2.9	9083	1255	9246	1277	724		
NEW HAMPSHIRE	5232	4815	8.7	8365	642	7607	584	1302		
NEW JERSEY	28859	26841	7.5	49395	619	45420	569	7986		
NEW MEXICO	6578	6122	7.4	11852	857	10909	789	1383		
NEW YORK	87358	80872	8.0	160424	628	146831	575	25530		
NORTH CAROLINA	26355	23866	10.4	50491	925	45208	828	5457		
NORTH DAKOTA	7119	7140	-0.3	5529	628	5481	622	881		
OHIO	43230	40537	6.6	70917	581	65761	539	12205		
OKLAHOMA	1771	17226	3.2	22551	729	21600	698	3095		
OREGON	12992	12052	7.8	21606	576	19812	528	3754		
PENNSYLVANIA	55296	52725	4.9	95664	610	90146	575	15682		
RHODE ISLAND	13708	13356	2.6	8837	573	8514	552	1541		
SOUTH CAROLINA	13221	12353	7.0	22955	955	21207	882	2404		
SOUTH DAKOTA	4261	4179	2.0	4442	412	4305	399	1078		
TENNESSEE	17425	16213	7.5	27293	638	25097	587	4279		
TEXAS	69264	67931	2.0	118236	968	114583	938	12214		
UTAH	16062	15318	4.9	14135	637	13319	600	2220		
VERMONT	3719	3818	-2.6	5413	629	5494	638	861		
VIRGINIA	28442	28359	0.3	44268	925	43627	911	4787		
WASHINGTON	23410	21617	8.3	36586	601	33393	755	4421		
WEST VIRGINIA	7338	6701	9.5	14229	654	12845	590	2176		
WISCONSIN	19764	17925	10.3	32451	618	29082	554	5254		
WYOMING	2022	2033	-0.5	3708	697	3683	692	532		
TOTAL DOMESTIC U.S.	1103033	1033781	6.7	1855939	715	1716872	662	259480		
CANADA	27269	26107	4.5	44416	389	42025	368	11423		
OTHER FOREIGN	46699	43180	8.1	90980	520	83216	476	17480		
ALL SALES	1177001	1103068	6.7	1991335	691	1842113	639	288383		

The first three columns in **Table G7a** show actual sales of reporting publishers by geographical location. The remaining columns continue the historical series of estimated industry sales.

The reader is cautioned that the actual change in sales for a given state may not reflect an actual sales increase (or decrease), but rather a shift in sales between reporting and non-reporting publishers.

Note: (1) Figures in the column so marked, provide the base (100%) for the index, and represent the average for the years 1966 through 1968.

TABLE G7b - GEOGRAPHICAL ANALYSIS OF ESTIMATED DOMESTIC INDUSTRY SALES OF COLLEGE TEXTBOOKS

THOUSANDS OF STUDENTS AND DOLLARS

	EST. INDUSTRY SALES ($)		PERCENT OF TOTAL SALES		ENROLLMENT		SALES PER CAPITA ($)		RANK IN SALES PER CAPITA	
	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989
ALABAMA	27467	25982	1.48	1.51	174	168	157.86	154.65	40	42
ALASKA	4574	4398	.25	.26	19	18	240.74	244.33	3	2
ARIZONA	28701	27332	1.55	1.59	165	159	173.95	171.90	33	29
ARKANSAS	15309	13524	.82	.79	76	73	201.43	185.26	14	20
CALIFORNIA	224201	206350	12.08	12.02	1151	1110	194.79	185.90	18	19
COLORADO	29157	27215	1.57	1.59	153	148	190.57	183.89	21	22
CONNECTICUT	25793	24305	1.39	1.42	120	116	214.94	209.53	6	6
DELAWARE	8007	6986	.43	.41	32	31	250.22	225.35	2	3
DISTRICT OF COLUMBIA	11555	12375	.62	.72	64	62	180.55	199.60	26	9
FLORIDA	83178	71997	4.48	4.19	390	376	213.28	191.48	7	13
GEORGIA	39984	36394	2.15	2.12	196	189	204.00	192.56	13	12
HAWAII	8520	8638	.46	.50	40	39	213.00	221.49	8	4
IDAHO	5330	4538	.29	.26	40	39	133.25	116.36	50	51
ILLINOIS	88087	79085	4.75	4.61	499	481	176.53	164.42	30	35
INDIANA	50384	42350	2.71	2.47	224	216	224.93	196.06	4	10
IOWA	22450	21907	1.21	1.28	143	138	156.99	158.75	41	38
KANSAS	17017	16556	.92	.96	119	115	143.00	143.97	48	47
KENTUCKY	19418	18599	1.05	1.08	134	129	144.91	144.18	47	46
LOUISIANA	25145	23427	1.35	1.36	154	149	163.28	157.23	37	40
MAINE	9147	8787	.49	.51	44	42	207.89	209.21	11	7
MARYLAND	35868	33896	1.93	1.97	173	167	207.33	202.97	12	8
MASSACHUSETTS	60732	57503	3.27	3.35	338	326	179.68	176.39	29	27
MICHIGAN	69340	63231	3.74	3.68	397	383	174.66	165.09	31	34
MINNESOTA	31937	30066	1.72	1.75	198	191	161.30	157.41	38	39
MISSISSIPPI	15137	14089	.82	.82	102	98	148.40	143.77	45	48
MISSOURI	44661	38523	2.41	2.24	210	203	212.67	189.77	9	14
MONTANA	6451	5824	.35	.34	33	32	195.48	182.00	17	24
NEBRASKA	9960	9825	.54	.57	81	78	122.96	125.96	51	50
NEVADA	9083	9246	.49	.54	32	31	283.84	298.26	1	1
NEW HAMPSHIRE	8365	7607	.45	.44	45	43	185.89	176.91	23	26
NEW JERSEY	49395	45420	2.66	2.65	222	214	222.50	212.24	5	5
NEW MEXICO	11852	10909	.64	.64	60	58	197.53	188.09	16	18
NEW YORK	160424	146831	8.64	8.55	804	776	199.53	189.22	15	17
NORTH CAROLINA	50491	45208	2.72	2.63	274	264	184.27	171.24	24	31
NORTH DAKOTA	5529	5481	.30	.32	36	35	153.58	156.60	43	41
OHIO	70917	65761	3.82	3.83	428	413	165.69	159.23	36	37
OKLAHOMA	22551	21600	1.22	1.26	133	128	169.56	168.75	34	33
OREGON	21606	19812	1.16	1.15	120	116	180.05	170.79	28	32
PENNSYLVANIA	95664	90146	5.15	5.25	493	476	194.04	189.38	19	16
RHODE ISLAND	8837	8514	.48	.50	60	58	147.28	146.79	46	44
SOUTH CAROLINA	22955	21207	1.24	1.24	120	116	191.29	182.82	20	23
SOUTH DAKOTA	4442	4305	.24	.25	28	27	158.64	159.44	39	36
TENNESSEE	27293	25097	1.47	1.46	177	171	154.20	146.77	42	45
TEXAS	118236	114583	6.37	6.67	642	619	184.17	185.11	25	21
UTAH	14135	13319	.76	.78	93	90	151.99	147.99	44	43
VERMONT	5413	5494	.29	.32	30	29	180.43	189.45	27	15
VIRGINIA	44268	43627	2.39	2.54	254	245	174.28	178.07	32	25
WASHINGTON	36586	33393	1.97	1.94	192	185	190.55	171.25	22	30
WEST VIRGINIA	14229	12845	.77	.75	68	66	209.25	194.62	10	11
WISCONSIN	32451	29082	1.75	1.69	233	225	139.27	129.25	49	49
WYOMING	3708	3683	.20	.21	22	21	168.54	175.38	35	28
TOTAL	1855939	1716872	100.00	100.00	10036	9682	184.93	177.33		

Footnotes for **Table G7b** appear on page G-27.

TABLE G8 - OPERATING DATA OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS

	ALL PUBLISHERS							
	1990			1989			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	1126511	122.8	119.5 TO 127.2	985105	122.4	119.8 TO 125.2		
RETURNS & ALLOWANCES	209229	22.8	19.5 TO 27.2	180264	22.4	19.8 TO 25.2		
NET SALES	917282	100.0	100.0 TO 100.0	804841	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	150448	16.4	15.1 TO 19.4	134896	16.9	15.2 TO 18.0		
ROYALTIES	131764	14.4	13.0 TO 15.6	118066	14.7	13.2 TO 16.0		
UNSPECIFIED	128			1328				
TOTAL COST OF SALES	282340	30.8	28.6 TO 34.1	254290	31.6	28.4 TO 34.3		
GROSS MARGIN ON SALES	634942	69.2	65.9 TO 71.4	550551	68.4	65.7 TO 71.6		
OTHER INCOME	7301	0.8	0.1 TO 0.8	5794	0.7	0.1 TO 1.3		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	65845	7.2	5.0 TO 8.8	56350	7.0	5.7 TO 9.0		
EDITORIAL	68185	7.4	6.1 TO 9.6	65960	8.2	6.1 TO 10.4		
PRODUCTION	29271	3.2	2.1 TO 4.7	22971	2.9	1.8 TO 4.0		
MARKETING	158548	17.4	14.6 TO 21.2	146014	18.2	16.2 TO 20.9		
FULFILLMENT	44436	4.8	3.9 TO 5.8	39203	4.9	3.7 TO 6.4		
GENERAL & ADMIN.	100732	11.0	7.1 TO 13.2	84729	10.5	7.3 TO 12.5		
UNSPECIFIED	773			734				
TOTAL PUBL. & OPERATING EXPENSE	467790	51.0	45.1 TO 58.1	415961	51.7	44.6 TO 57.8		
INCOME FROM OPERATIONS*	174453	19.0	9.3 TO 25.5	140384	17.4	9.4 TO 24.0		

Continued on page G-14

* Operating expenses as reported above do not include certain corporate charges. Examples of items which may not be reported are corporate staff compensation, legal and accounting fees, interest costs, and other charges which are not directly applicable to a particular business segment. As a result, income from operations as expressed above does not reflect actual pre-tax operating margins.

OPERATING DATA

Data are furnished by size of publisher **(Tables G8 through G17). Table G8** is a summary table, offering a composite income statement of the reporting publishers. The remaining tables detail specific expense areas including a time series covering detailed expense ratios of the past four years **(Tables G18 through G23).**

The series of **Tables G18 through G23** (pages G-23 through G-26) provide comparisons for four years, of expense ratios in operating areas. Note that the reported changes in the ratios from year to year are based on comparisons of **unrounded** figures, while the actual ratios reported in the tables have been rounded to one decimal point. As a result, changes in magnitude will be reported for figures which, because of the rounding, appear to be identical.

Text continued on page G-14

TABLE G8 - OPERATING DATA OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

Continued from page G-13

	5 PUBLISHERS WITH 1990 NET SALES UNDER $20 MILLION							
	1990			1989			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	78200	125.7	120.6 TO 129.2	68886	124.1	122.4 TO 125.6		
RETURNS & ALLOWANCES	15992	25.7	20.6 TO 29.2	13378	24.1	22.4 TO 25.6		
NET SALES	62208	100.0	100.0 TO 100.0	55508	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	10541	16.9	15.3 TO 18.3	10076	18.2	15.8 TO 20.2		
ROYALTIES	9186	14.8	10.6 TO 15.9	8169	14.7	10.9 TO 15.9		
UNSPECIFIED	0			0				
TOTAL COST OF SALES	19727	31.7	26.4 TO 34.0	18245	32.9	28.4 TO 35.4		
GROSS MARGIN ON SALES	42481	68.3	66.0 TO 73.6	37263	67.1	64.6 TO 71.6		
OTHER INCOME	1281	2.1	0.2 TO 3.3	885	1.6	0.2 TO 2.5		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	4725	7.8	5.4 TO 12.8	4316	8.0	6.1 TO 14.2		
EDITORIAL	5495	9.0	7.3 TO 11.1	4538	8.4	6.3 TO 10.4		
PRODUCTION	1984	3.3	1.6 TO 4.9	1774	3.3	1.5 TO 5.1		
MARKETING	11424	18.8	11.4 TO 23.0	10247	18.9	11.4 TO 22.1		
FULFILLMENT	3225	5.3	3.9 TO 7.2	3051	5.6	3.5 TO 8.1		
GENERAL & ADMIN.	9263	15.2	11.1 TO 19.4	6573	12.1	8.5 TO 16.3		
UNSPECIFIED	773			734				
TOTAL PUBL. & OPERATING EXPENSE	36889	59.3	46.9 TO 64.8	31233	56.3	47.9 TO 60.7		
INCOME FROM OPERATIONS*	6873	11.0	4.9 TO 27.3	6915	12.5	7.0 TO 24.3		

* Please see the corresponding note on page G-13.

Continued on page G-15

Text continued from page G-13

While encouraged to furnish sales data on a **calendar** year basis, publishers were given the option of supplying operating information on a **fiscal** year basis. 6 publishers exercised this option. For the fiscal year publishers, the month terminating their reporting year is listed below, together with the number of publishers for each such month:

March - 2
April - 1
June - 2
October - 1

11 publishers, with net sales of $526.4 million, supplemented their operating data by reporting Cash Plant Expenditures of $52.4 million (10.0% of net sales). Since plant costs in **Table G8** are reported on an accrual basis and subject, therefore, to varying treatment (amortization, write-off, inventory inclusion, etc.) depending on individual publishers' policies, valid comparison of a given publishers' experience with the composite figure becomes difficult. However, by reporting plant expenditures on a cash basis (i.e. actual monies spent during the year not related to books sold or to amortization of amounts previously expended), all reporting companies are, at least, placed on the same footing. By relating the expenditures to these publishers' net sales, a yardstick of comparison is established, even though no true (i.e. accrual) relationship exists between the cash amounts spent on the sales consummated during the year.

Text continued on page G-15

TABLE G8 - OPERATING DATA OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

Continued from page G-14

	4 PUBLISHERS WITH 1990 NET SALES $20 TO $50 MILLION							
	1990			1989			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	179476	120.4	115.2 TO 123.1	158313	118.7	112.9 TO 123.4		
RETURNS & ALLOWANCES	30356	20.4	15.2 TO 23.1	24902	18.7	12.9 TO 23.4		
NET SALES	149120	100.0	100.0 TO 100.0	133411	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	27606	18.6	15.1 TO 24.1	23965	18.5	15.4 TO 22.7		
ROYALTIES	20521	13.8	10.4 TO 14.9	17819	13.8	10.3 TO 14.3		
UNSPECIFIED	128			1328				
TOTAL COST OF SALES	48255	32.4	29.5 TO 37.7	43112	32.3	28.1 TO 36.8		
GROSS MARGIN ON SALES	100865	67.6	62.3 TO 70.5	90299	67.7	63.2 TO 71.9		
OTHER INCOME	540	0.4	0.1 TO 0.6	246	0.2	0.1 TO 0.3		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	10615	7.1	4.2 TO 8.8	10361	7.8	4.4 TO 11.3		
EDITORIAL	9857	6.6	5.0 TO 8.5	9112	6.8	5.6 TO 8.2		
PRODUCTION	4114	2.8	1.2 TO 3.6	3607	2.7	1.2 TO 3.5		
MARKETING	26145	17.5	14.4 TO 20.7	23700	17.8	16.2 TO 20.6		
FULFILLMENT	9004	6.0	4.2 TO 10.2	8263	6.2	3.8 TO 11.0		
GENERAL & ADMIN.	11356	7.6	5.0 TO 11.2	9688	7.3	4.0 TO 11.6		
UNSPECIFIED	0			0				
TOTAL PUBL. & OPERATING EXPENSE	71091	47.7	43.3 TO 54.3	64731	48.5	43.8 TO 55.9		
INCOME FROM OPERATIONS*	30314	20.3	12.7 TO 26.9	25814	19.3	12.5 TO 24.4		

* Please see the corresponding note on page G-13.

Continued on page G-16

Text continued from page G-14

To provide an added perspective on the accrual figure reported in **Table G8,** however, publishers were asked to report their methods of treating plant costs:

6 publishers reported using sum-of-the-years' digits systems (varying from 3 to 5 years); 2 publishers reported straight-line amortization of 4 to 5 years; 1 publisher used a double-declining balance system; 3 publishers added the cost to inventory and expensed it over periods of 1 to 4 years, 2 publishers amortized it over the life of the title; 2 others amortized it over 3-4 years using a reduced fraction each year, and, finally, 1 publisher used a combination of systems.

15 publishers, with total net sales of $718.2 million reported carrying unamortized plant costs totaling $133.7 million (18.6% of net sales) on their year-end balance sheets. $24.3 million of this amount involved unpublished titles; $49.2 million involved published titles; and $60.2 million were reported without specification.

TABLE G8 - OPERATING DATA OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

Continued from page G-15

	3 PUBLISHERS WITH 1990 NET SALES $50 TO $75 MILLION							
	1990			1989			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	223364	122.9	119.2 TO 127.8	210547	121.6	116.4 TO 126.5		
RETURNS & ALLOWANCES	41674	22.9	19.2 TO 27.8	37351	21.6	16.4 TO 26.5		
NET SALES	181690	100.0	100.0 TO 100.0	173196	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	31798	17.5	14.8 TO 20.2	31533	18.2	14.9 TO 22.1		
ROYALTIES	27700	15.2	12.1 TO 17.1	26432	15.3	11.8 TO 17.2		
UNSPECIFIED	0			0				
TOTAL COST OF SALES	59498	32.7	27.0 TO 37.3	57965	33.5	26.7 TO 39.2		
GROSS MARGIN ON SALES	122192	67.3	62.7 TO 73.0	115231	66.5	60.8 TO 73.3		
OTHER INCOME	1094	0.6	0.1 TO 1.4	1315	0.8	0.1 TO 1.4		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	8055	4.4	1.4 TO 8.0	6183	3.6	1.3 TO 6.5		
EDITORIAL	10124	5.6	3.9 TO 6.7	11788	6.8	6.2 TO 7.3		
PRODUCTION	7365	4.1	2.7 TO 4.7	4211	2.4	0.5 TO 4.5		
MARKETING	25820	14.2	7.8 TO 19.3	26998	15.6	7.3 TO 20.0		
FULFILLMENT	9565	5.3	4.8 TO 5.6	8622	5.0	4.5 TO 5.5		
GENERAL & ADMIN.	26140	14.4	11.4 TO 20.1	20907	12.1	7.5 TO 18.7		
UNSPECIFIED	0			0				
TOTAL PUBL. & OPERATING EXPENSE	87069	47.9	43.5 TO 55.1	78709	45.4	40.6 TO 52.4		
INCOME FROM OPERATIONS*	36217	19.9	7.7 TO 28.0	37837	21.8	8.5 TO 30.1		

* Please see the corresponding note on page G-13.

Continued on page G-17

TABLE G8 - OPERATING DATA OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

Continued from page G-16

	5 PUBLISHERS WITH 1990 NET SALES ABOVE $75 MILLION							
	1990			1989			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		%	MID-RANGE		%	MID-RANGE		
GROSS SALES	645471	123.1	119.7 TO 127.4	547359	123.6	122.2 TO 125.2		
RETURNS & ALLOWANCES	121207	23.1	19.7 TO 27.4	104633	23.6	22.2 TO 25.2		
NET SALES	524264	100.0	100.0 TO 100.0	442726	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	80503	15.4	13.2 TO 17.4	69322	15.7	14.5 TO 16.7		
ROYALTIES	74357	14.2	13.4 TO 15.1	65646	14.8	13.9 TO 16.1		
UNSPECIFIED	0			0				
TOTAL COST OF SALES	154860	29.5	27.3 TO 32.0	134968	30.5	28.4 TO 32.7		
GROSS MARGIN ON SALES	369404	70.5	68.0 TO 72.7	307758	69.5	67.3 TO 71.6		
OTHER INCOME	4386	0.8	0.1 TO 1.7	3348	0.8	0.1 TO 1.7		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	42450	8.1	6.2 TO 10.1	35490	8.0	6.3 TO 9.5		
EDITORIAL	42709	8.1	5.8 TO 11.1	40522	9.2	5.7 TO 12.4		
PRODUCTION	15808	3.0	1.8 TO 4.9	13379	3.0	1.9 TO 4.5		
MARKETING	95159	18.2	16.1 TO 21.2	85069	19.2	17.1 TO 21.7		
FULFILLMENT	22642	4.3	2.8 TO 5.6	19267	4.4	3.0 TO 6.2		
GENERAL & ADMIN.	53973	10.3	5.1 TO 15.5	47561	10.7	6.3 TO 15.5		
UNSPECIFIED	0			0				
TOTAL PUBL. & OPERATING EXPENSE	272741	52.0	46.9 TO 57.2	241288	54.5	51.8 TO 57.7		
INCOME FROM OPERATIONS*	101049	19.3	15.3 TO 22.2	69818	15.8	11.5 TO 18.5		

* Please see the corresponding note on page G-13.

TABLE G9 - INVENTORY DATA OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 13 PUBLISHERS
WITH TOTAL NET SALES OF $707,863,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $20 MILLION		3 PUBLISHERS NET SALES $20 TO $50 MILLION		2 PUBLISHERS NET SALES $50 TO $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
BEGINNING INVENTORY	102261	14.4	4846	13.2	21921	17.8			52219	12.3
PURCHASES OF PAPER, PRINTING, BINDING & DUPLICATING	164748	23.3	7869	21.4	27770	22.5			100296	23.6
COST OF FREE COPIES	20460	2.9	1058	2.9	3047	2.5			14781	3.5
WRITE DOWNS	10752	1.5	362	1.0	1885	1.5			5451	1.3
ENDING INVENTORY AFTER WRITE DOWNS	115711	16.3	4986	13.6	22489	18.3			59459	14.0
PAPER, PRINTING, BINDING & DUPL. COST OF PRODUCTS SOLD	130839	18.5	6671	18.1	24155	19.6			78275	18.4

Based on data in **Table G9**, the inventory turnover of all reporting publishers is 1.2; that of publishers with net sales up to $20 million is 1.4; that of publishers with net sales $20 to $50 million is 1.1; and that of publishers with net sales above $75 million is 1.4.

Data for the "$50-$75 Million" size group has been suppressed to prevent disclosure.

TABLE G10 - ROYALTY EXPENSE OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 15 PUBLISHERS
WITH TOTAL NET SALES OF $792,302,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $20 MILLION		4 PUBLISHERS NET SALES $20 TO $50 MILLION		3 PUBLISHERS NET SALES $50 TO $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES AND FEES PAID	108623	13.7	4643	12.6	20353	13.6	27117	14.9	56508	13.3
ADVANCES WRITTEN OFF	1982	0.3	7	0.0	167	0.1	583	0.3	1225	0.3
TOTAL ROYALTY EXPENSE	110605	14.0	4650	12.6	20521	13.8	27700	15.2	57733	13.6

For **Table G10**, in addition to royalty operating data, publishers were asked to report the level of royalty advances carried on their balance sheets at reporting year end.

For 1990, 9 publishers with net sales of $634.0 million reported royalty advances before write-off of $23.5 million (3.7% of net sales), and after write-off of $18.6 million (2.9% of net sales). The write-off therefore represented 0.8% of net sales and 21.0% of gross advances.

For 1989, the same 9 publishers reported royalty advances before write-off of $15.6 million (2.7% of the reported $574.6 million net sales), and after write-off the advances totaled $12.9 million (2.2% of net sales). The write-off therefore represented 0.5% of net sales and 17.1% of gross advances.

TABLE G11 - EDITORIAL EXPENSE OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS
WITH TOTAL NET SALES OF $813,827,000

	ALL PUBLISHERS		6 PUBLISHERS NET SALES UP TO $10 MILLION		4 PUBLISHERS NET SALES $20 TO $50 MILLION		3 PUBLISHERS NET SALES $50 TO $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL COSTS										
DEPARTMENTAL (OTHER THAN COPY EDITING) SALARIES	27367	3.4	2940	5.0	5940	4.0	5547	3.1	12940	3.0
BENEFITS	5620	0.7	271	0.5	1257	0.8	1248	0.7	2845	0.7
DEP'T'L TRAVEL & ENT.	4733	0.6	474	0.8	745	0.5	1251	0.7	2263	0.5
ADVISOR'S FEES	3340	0.4	172	0.3	1100	0.7	643	0.4	1426	0.3
OTHER EDITORIAL EXP.	7615	0.9	582	1.0	815	0.5	1436	0.8	4782	1.1
TOTAL EDITORIAL EXPENSE	48676	6.0	4439	7.6	9856	6.6	10124	5.6	24256	5.7

TABLE G12 - PRODUCTION EXPENSE OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS
WITH TOTAL NET SALES OF $812,250,000

	ALL PUBLISHERS		5 PUBLISHERS NET SALES UP TO $20 MILLION		4 PUBLISHERS NET SALES $20 TO $50 MILLION		3 PUBLISHERS NET SALES $50 TO $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION COSTS										
PRODUCTION SALARIES	14373	1.8	977	1.7	2752	1.8	4487	2.5	6157	1.4
PRODUCTION BENEFITS	3316	0.4	143	0.3	632	0.4	1112	0.6	1429	0.3
OUTSIDE PRODUCTION COSTS	2482	0.3	193	0.3	77	0.1	27	0.0	2184	0.5
COPY EDITING COSTS (INC. SALARIES)	2663	0.3	241	0.4	553	0.4	130	0.1	1739	0.4
COPY EDITING STAFF BENEFITS	412	0.1	49	0.1	104	0.1	0	0.0	259	0.1
OTHER PRODUCTION EXP.	1486	0.2	132	0.2	-5	-0.0	1610	0.9	-252	-0.1
TOTAL PRODUCTION EXPENSE	24731	3.0	1736	3.1	4113	2.8	7365	4.1	11516	2.7

TABLE G13 - MARKETING EXPENSE OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS
WITH TOTAL NET SALES OF $689,180,000

	ALL PUBLISHERS		6 PUBLISHERS NET SALES UP TO $20 MILLION		4 PUBLISHERS NET SALES $20 TO $50 MILLION		3 PUBLISHERS NET SALES $50 TO $75 MILLION		3 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SELLING EXPENSE										
SALARIES & BONUSES	36733	5.3	2610	4.5	8721	5.8	7440	4.1	17961	6.0
BENEFITS	7358	1.1	285	0.5	1763	1.2	1422	0.8	3888	1.3
DEPARTMENTAL TRAVEL & ENTERTAINMENT	12381	1.8	895	1.5	2634	1.8	2779	1.5	6073	2.0
OTHER SELLING EXPENSE	9847	1.4	-9	-0.0	2650	1.8	3228	1.8	3979	1.3
TOTAL SELLING EXPENSE	66319	9.6	3780	6.5	15768	10.6	14869	8.2	31901	10.6
PROMOTION EXPENSE										
DEPARTMENTAL SALARIES & BONUSES	6144	0.9	773	1.3	503	0.3	1675	0.9	3193	1.1
BENEFITS	1300	0.2	96	0.2	114	0.1	354	0.2	737	0.2
DEPARTMENTAL TRAVEL & ENTERTAINMENT	1367	0.2	46	0.1	20	0.0	372	0.2	929	0.3
SPACE ADVERTISING	1652	0.2	254	0.4	476	0.3	283	0.2	639	0.2
CATALOGS, DIRECT MAIL & SELLING MAT'L	9916	1.4	1426	2.4	2020	1.4	2755	1.5	3715	1.2
FREE COPIES (INCL. POSTAGE)	25959	3.8	2952	5.1	6419	4.3	3842	2.1	12744	4.2
FREE ANCILLARY SOFTWARE & FILMS	2226	0.3	190	0.3	377	0.3	0	0.0	1660	0.6
EXHIBITS	2441	0.4	263	0.5	275	0.2	739	0.4	1165	0.4
OTHER	1912	0.3	-16	-0.0	172	0.1	931	0.5	825	0.3
TOTAL PROMOTION EXPENSE	52918	7.7	5984	10.3	10376	7.0	10950	6.0	25607	8.5
TOTAL MARKETING EXPENSE	119237	17.3	9764	16.7	26145	17.5	25820	14.2	57509	19.2

TABLE G14 - SALESMEN'S COMPENSATION AND EXPENSE OF COLLEGE PUBLISHERS

	1990	1989	1988	1987
NUMBER OF COMPANIES REPORTING	14	11	10	9
NUMBER OF SALESMEN	928	728	503	396
SALESMAN TURNOVER (%)	15.5	15.3	14.2	17.1
AVERAGE SALARY ($)	31379	29915	29882	28908
AVERAGE SALARY AND COMMISSION ($)	40239	39417	37454	34760
AVERAGE TRAVEL EXP. ($)	13120	13787	13077	13673
AVERAGE CONFERENCE EXPENSE ($)	2539	2270	2334	2366

Continued on page G-21

TABLE G14 - SALESMEN'S COMPENSATION AND EXPENSE OF COLLEGE PUBLISHERS

Continued from page G-20

	1990	1989	1988	1987
AVERAGE FREE COPY EXPENSE ($)	26356	24343	24816	28460
TOTAL COMPENSATION, TRAVEL, CONFERENCE & FREE COPIES AS A PERCENT OF NET SALES	9.7	10.3	9.5	9.7
AVERAGE TERRITORY SIZE ($000)	935	915	883	900

TABLE G15 - FULFILLMENT EXPENSE OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS

AS REPORTED BY 10 PUBLISHERS WITH NET SALES OF $572,654,000 USING INTERNAL FACILITIES	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $20 MILLION		1 PUBLISHER NET SALES $20 TO $50 MILLION		1 PUBLISHER NET SALES $50 TO $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING AND CUSTOMER SERVICE										
SALARIES (TOTAL)	5098	0.9	369	1.1					2905	0.7
ACC'TS RECEIVABLE & CREDIT CONTRL	879	0.2	155	0.6					366	0.2
ORDER PROCESSING & CUSTOMER SERV.	2500	0.6	162	0.6					871	0.4
OTHER	331	0.1	5	0.0					326	0.1
UNSPECIFIED	1389		47						1342	
BENEFITS	1172	0.2	77	0.2					657	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	3423	0.6	157	0.5					3061	0.7
OTHER (INC. EQUIPMENT AND SUPPLIES)	1980	0.3	216	0.7					931	0.2
TOTAL ORDER PROCESSING AND CUSTOMER SERVICE	11674	2.0	817	2.5					7554	1.8
SHIPPING & WAREHOUSING										
SALARIES	6969	1.4	641	2.0					4609	1.4
BENEFITS	1511	0.3	96	0.3					989	0.2
OCCUPANCY	2576	0.5	306	1.0					1835	0.5
EQUIPMENT & SUPPLIES	2274	0.5	251	0.8					1463	0.4
TRANSPORTATION CHRGES	657	0.1	87	0.3					407	0.1
OTHER	65	0.0	-207	-0.6					863	0.2
UNSPECIFIED	2076		0						2119	
TOTAL SHIPPING AND WAREHOUSING	16128	2.8	1173	3.7					12285	2.9
TOTAL FULFILLMENT EXP. OF PUBLISHERS USING INTERNAL FACILITIES	27802	4.9	1990	6.2					19839	4.7

Data for the "$20-$50 Million" and "$50-$75 Million" size groups has been suppressed to prevent disclosure.

TABLE G16 - GENERAL AND ADMINISTRATIVE EXPENSE OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS
WITH TOTAL NET SALES OF $771,672,000

	ALL PUBLISHERS		6 PUBLISHERS NET SALES UP TO $20 MILLION		3 PUBLISHERS NET SALES $20 TO $50 MILLION		3 PUBLISHERS NET SALES $50 TO $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	12718	1.6	1582	2.7	1057	1.0	4955	2.7	5124	1.2
MANAGEMENT BENEFITS	2305	0.3	185	0.3	175	0.2	846	0.5	1100	0.3
ACCOUNTING SALARIES	6642	0.9	765	1.3	875	0.8	2723	1.5	2279	0.5
ACCOUNTING BENEFITS	1317	0.2	61	0.1	185	0.2	569	0.3	503	0.1
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	4659	0.6	451	0.8	507	0.5	1596	0.9	2105	0.5
GENERAL OFFICE BENEFITS	1559	0.2	609	1.0	108	0.1	399	0.2	442	0.1
GENERAL TRAVEL & ENT.	2079	0.3	210	0.4	71	0.1	571	0.3	1227	0.3
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOCATED)	7982	1.0	521	0.9	669	0.6	1915	1.1	4878	1.1
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	15011	1.9	1048	1.8	1364	1.3	6076	3.3	6523	1.5
TAXES (EXCEPT INCOME & PAYROLL TAXES)	1495	0.2	102	0.2	154	0.1	419	0.2	820	0.2
PERSONAL PROPERTY TAX	674	0.1	25	0.1	66	0.1	375	0.2	208	0.1
ALL OTHER TAXES	344	0.1	59	0.1	88	0.1	44	0.0	153	0.1
UNSPECIFIED	476		17		0		0		459	
INTEREST EXPENSE	12413	1.6	955	1.6	0	0.0	1	0.0	11456	2.7
OTHER	21700	2.8	2295	3.9	1052	1.0	6070	3.3	12283	2.9
TOTAL GENERAL AND ADMINISTRATIVE EXP.	89879	11.6	8784	15.1	6217	5.8	26140	14.4	48738	11.5

TABLE G17 - SUMMARY OF EMPLOYEE BENEFITS EXPENSE OF COLLEGE PUBLISHERS - BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 15 PUBLISHERS
WITH TOTAL NET SALES OF $797,904,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $20 MILLION		4 PUBLISHERS NET SALES $20 TO $50 MILLION		3 PUBLISHERS NET SALES $50 TO $75 MILLION		4 PUBLISHERS NET SALES ABOVE $75 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PENSIONS	3853	0.5	5	0.0	793	0.5	629	0.3	2426	0.6
DEFERRED PROFIT SHARING	3840	0.5	62	0.1	969	0.6	642	0.4	2167	0.5
HOSPITALIZATION & GROUP INSURANCE	11971	1.5	530	1.3	2625	1.8	3497	1.9	5319	1.3
PAYROLL TAXES	10600	1.3	634	1.5	2128	1.4	2862	1.6	4976	1.2
OTHER	1653	0.2	171	0.4	298	0.2	605	0.3	579	0.1
TOTAL EMPLOYEE BENEFITS	31917	4.0	1403	3.3	6812	4.6	8236	4.5	15467	3.6

TABLE G18 - EDITORIAL EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 9 PUBLISHERS
WITH 1990 NET SALES OF $470,321,000

	1990			1989		1988		1987
	PCT NET SALES	PCT CHG FROM 89	PCT CHG FROM 87	PCT NET SALES	PCT CHG FROM 88	PCT NET SALES	PCT CHG FROM 87	PCT NET SALES
EDITORIAL COSTS								
DEPARTMENTAL (OTHER THAN COPY EDITING)								
SALARIES	4.5	-7.6	-16.7	4.8	-1.3	4.9	-8.6	5.4
BENEFITS	0.9	-14.7	27.1	1.1	4.9	1.0	42.1	0.7
DEP'T'L TRAVEL & ENT.	0.7	4.1	7.7	0.7	21.2	0.6	-14.6	0.7
ADVISOR'S FEES	0.6	3.4	5.4	0.5	3.8	0.5	-1.8	0.5
OTHER EDITORIAL EXP.	1.5	14.0	42.8	1.3	17.1	1.1	7.0	1.1
TOTAL EDITORIAL EXPENSE	8.2	-3.5	-1.9	8.5	4.0	8.2	-2.3	8.3

TABLE G19 - PRODUCTION EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 9 PUBLISHERS
WITH 1990 NET SALES OF $470,321,000

	1990			1989		1988		1987
	PCT NET SALES	PCT CHG FROM 89	PCT CHG FROM 87	PCT NET SALES	PCT CHG FROM 88	PCT NET SALES	PCT CHG FROM 87	PCT NET SALES
PRODUCTION COSTS								
PRODUCTION SALARIES	2.0	25.2	35.0	1.6	25.6	1.3	-14.2	1.5
PRODUCTION BENEFITS	0.5	31.9	53.4	0.4	29.2	0.3	-10.0	0.3
OUTSIDE PRODUCTION COSTS	0.2	4.0	-24.9	0.2	-33.5	0.3	8.6	0.3
COPY EDITING COSTS (INCL. SALARIES)	0.2	3.0	1.5	0.2	3.9	0.2	-5.1	0.2
COPY EDITING STAFF BENEFITS	0.0	0.2	-5.6	0.0	9.7	0.0	-14.1	0.0
OTHER PRODUCTION EXP.	0.0	-128.5	-89.0	-0.1	-136.8	0.3	5.5	0.2
TOTAL PRODUCTION EXPENSE	3.0	28.2	15.8	2.4	-1.3	2.4	-8.5	2.6

TABLE G20 - MARKETING EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 8 PUBLISHERS
WITH 1990 NET SALES OF $345,674,000

	1990			1989		1988		1987
	PCT NET SALES	PCT CHG FROM 89	PCT CHG FROM 87	PCT NET SALES	PCT CHG FROM 88	PCT NET SALES	PCT CHG FROM 87	PCT NET SALES
SELLING EXPENSE								
SALARIES & BONUSES	5.5	-1.6	10.9	5.6	10.9	5.0	1.6	5.0
BENEFITS	1.1	-9.4	66.4	1.2	15.8	1.0	58.6	0.7
DEPARTMENTAL TRAVEL & ENTERTAINMENT	1.7	-3.7	3.5	1.8	13.3	1.6	-5.1	1.6
OTHER SELLING EXPENSE	1.3	11.0	9.7	1.2	3.6	1.2	-4.7	1.2
TOTAL SELLING EXPENSE	9.6	-1.4	13.6	9.8	10.9	8.8	3.8	8.5
PROMOTION EXPENSE								
DEPARTMENTAL SALARIES & BONUSES	0.6	52.8	50.0	0.4	8.2	0.3	-9.3	0.4
BENEFITS	0.1	43.2	94.7	0.1	13.9	0.1	19.3	0.1
DEPARTMENTAL TRAVEL & ENTERTAINMENT	0.0	363.8	388.6	0.0	31.3	0.0	-19.7	0.0
SPACE ADVERTISING	0.2	-14.4	-29.6	0.2	-10.2	0.3	-8.4	0.3
CATALOGS, DIRECT MAIL & SELLING MAT'L	1.4	-5.1	-8.5	1.5	8.6	1.4	-11.2	1.6
FREE COPIES (INCL. POSTAGE)	4.7	3.5	10.5	4.6	12.2	4.1	-4.9	4.3
FREE ANCILLARY SOFTWARE & FILMS	0.1	55.2	527.9	0.0	713.9	0.0	-50.3	0.0
EXHIBITS	0.4	-9.0	-8.2	0.4	20.3	0.4	-16.2	0.4
OTHER	0.2	-18.9	-25.1	0.2	-14.1	0.3	7.4	0.3
TOTAL PROMOTION EXPENSE	7.8	3.4	6.4	7.5	10.3	6.8	-6.7	7.3
TOTAL MARKETING EXPENSE	17.4	0.7	10.2	17.3	10.7	15.6	-1.1	15.8

TABLE G21 - FULFILLMENT EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 4 PUBLISHERS
WITH 1990 NET SALES OF $200,812,000

	1990			1989		1988		1987
	PCT NET SALES	PCT CHG FROM 89	PCT CHG FROM 87	PCT NET SALES	PCT CHG FROM 88	PCT NET SALES	PCT CHG FROM 87	PCT NET SALES
ORDER PROCESSING AND CUSTOMER SERVICE								
SALARIES (TOTAL)	1.3	-2.0	12.4	1.3	-6.8	1.4	23.1	1.2
ACC'TS RECEIVABLE & CREDIT CONTRL	0.2	-2.6	22.7	0.2	12.2	0.2	12.3	0.2
ORDER PROCESSING & CUSTOMER SERV.	1.0	1.2	8.3	1.0	-15.3	1.2	26.4	0.9
OTHER	0.1	-50.5	52.4	0.1	204.0	0.0	1.2	0.0
UNSPECIFIED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BENEFITS	0.3	-3.6	95.0	0.3	1.6	0.3	99.0	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	0.3	-1.8	-19.5	0.3	-20.3	0.4	2.9	0.4
OTHER (INC. EQUIPMENT AND SUPPLIES)	0.5	21.6	41.7	0.4	3.0	0.4	13.1	0.4
TOTAL ORDER PROCESSING AND CUSTOMER SERVICE	2.5	0.6	18.0	2.4	-4.9	2.6	23.3	2.1
SHIPPING & WAREHOUSING								
SALARIES	1.4	-13.0	9.4	1.6	13.9	1.4	10.4	1.3
BENEFITS	0.3	-10.9	105.2	0.4	29.9	0.3	77.4	0.2
OCCUPANCY	0.8	-3.5	29.7	0.8	5.7	0.8	27.1	0.6
EQUIPMENT & SUPPLIES	0.6	36.6	86.9	0.4	11.6	0.4	22.6	0.3
TRANSPORTATION CHRGES	0.2	-47.2	-39.2	0.3	24.0	0.2	-7.2	0.3
OTHER	-0.2	-14.1	-257.1	-0.2	-19.2	-0.3	-326.5	0.1
TOTAL SHIPPING AND WARE-HOUSING	3.1	-7.7	11.5	3.3	17.0	2.8	3.2	2.7
TOTAL FULFILLMENT EXP. OF PUBLISHERS USING INTERNAL FACILITIES	5.5	-3.8	14.8	5.8	6.5	5.4	11.9	4.8

TABLE G22 - GENERAL AND ADMINISTRATIVE EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 8 PUBLISHERS
WITH 1990 NET SALES OF $428,166,000

	1990			1989		1988		1987
	PCT NET SALES	PCT CHG FROM 89	PCT CHG FROM 87	PCT NET SALES	PCT CHG FROM 88	PCT NET SALES	PCT CHG FROM 87	PCT NET SALES
MANAGEMENT SALARIES	1.7	24.2	14.5	1.4	3.5	1.3	-10.9	1.5
MANAGEMENT BENEFITS	0.3	23.4	303.2	0.2	0.9	0.2	223.8	0.1
ACCOUNTING SALARIES	0.8	5.7	54.1	0.8	0.1	0.8	45.7	0.5
ACCOUNTING BENEFITS	0.2	6.2	74.9	0.2	5.6	0.1	56.0	0.1
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	0.6	24.3	-15.3	0.4	-8.3	0.5	-25.7	0.7
GENERAL OFFICE BENEFITS	0.2	0.8	26.3	0.2	20.3	0.2	4.2	0.2
GENERAL TRAVEL & ENT.	0.3	52.1	98.1	0.2	-0.7	0.2	31.1	0.1
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOCATED)	0.7	-3.5	-21.0	0.7	-10.6	0.8	-8.5	0.9
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	2.4	-21.1	21.9	3.0	-1.1	3.1	56.3	2.0
TAXES (EXCEPT INCOME & PAYROLL TAXES)	0.3	16.0	7.8	0.2	11.4	0.2	-16.6	0.2
PERSONAL PROPERTY TAX	0.1	16.9	37.3	0.1	12.3	0.1	4.6	0.1
ALL OTHER TAXES	0.0	22.5	-20.1	0.0	6.6	0.0	-38.9	0.0
UNSPECIFIED	0.1	13.8	-7.0	0.1	11.5	0.1	-26.7	0.1
INTEREST EXPENSE	2.9	18.0	604.2	2.4	13.3	2.1	426.6	0.4
OTHER	3.6	27.4	66.9	2.8	4.5	2.7	25.3	2.2
TOTAL GENERAL AND ADMINISTRATIVE EXP.	13.9	9.6	57.0	12.7	3.0	12.3	39.1	8.8

TABLE G23 - EMPLOYEE BENEFITS EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 8 PUBLISHERS
WITH 1990 NET SALES OF $463,394,000

	1990			1989		1988		1987
	PCT NET SALES	PCT CHG FROM 89	PCT CHG FROM 87	PCT NET SALES	PCT CHG FROM 88	PCT NET SALES	PCT CHG FROM 87	PCT NET SALES
PENSIONS	0.6	-0.9	59.1	0.6	18.2	0.5	35.9	0.4
DEFERRED PROFIT SHARING	0.3	-13.8	6.3	0.4	-4.4	0.4	29.1	0.3
HOSPITALIZATION & GROUP INSURANCE	1.7	-1.9	45.1	1.8	12.5	1.6	31.4	1.2
PAYROLL TAXES	1.5	0.9	5.1	1.5	4.7	1.4	-0.5	1.4
OTHER	0.2	7.6	20.4	0.2	6.6	0.2	5.0	0.2
TOTAL EMPLOYEE BENEFITS	4.3	-1.4	25.5	4.4	8.6	4.0	17.2	3.4

TABLE G24 - EMPLOYEE DATA OF COLLEGE PUBLISHERS

AS REPORTED BY 16 PUBLISHERS - EMPLOYING 3,600 TOTAL STAFF (1990)
(1990 NET SALES PER EMPLOYEE - $242,565)

	AVERAGE NUMBER OF EMPLOYEES PER $1,000,000 OF NET SALES				YOUR DATA			
	1990	1989	1988	1987				
ACQUISITION & DEVELOPMENT	1.1	1.1	1.2	1.4				
PRODUCTION, EDITORIAL & MANUFACTURING	0.6	0.6	0.6	0.6				
MARKETING (TOTAL)	1.6	1.7	1.9	2.1				
SALES	1.3	1.5	1.6	1.8				
PROMOTION	0.3	0.3	0.3	0.3				
ADMINISTRATIVE MANAGEMNT	0.3	0.3	0.2	0.2				
OTHER	0.5	0.5	0.4	0.4				
ALL EMPLOYEES	4.1	4.3	4.3	4.7				

TABLE G25 - SELECTED BALANCE SHEET DATA

AS REPORTED BY 12 PUBLISHERS
WITH 1990 NET SALES OF $759,771,000

	PCT.-NET SALES	
	GROSS	NET OF RESERVE
INVENTORIES	18.5	16.3
ROYALTY ADVANCES	3.9	2.7
PLANT COST CAPITALIZED	32.4	17.8
ACCOUNTS RECEIVABLE	24.9	19.1

(The following is text material for **Table G7b** which appears on page G-12)

In **Table G7b,** estimated sales are related to enrollment data on a state-by-state basis. 1989 and 1990 again utilize estimated **full-time equivalent** fall enrollment data. The estimates are based on data released by the National Center for Education Statistics. Since both sales and enrollments are estimated and no adjustments are made for the sales of college textbooks to markets other than formal higher education, the resulting per capita figures **should not be taken literally** but should be regarded as trend indicators only.

ABSTRACTED DEFINITIONS

Definitions for most line items, and instructions for furnishing data to the AAP Industry Statistics are included in the survey questionnaires. Overall methodology, and definitions of the publishing divisions themselves are presented in this volume beginning on page xiii.

The Higher Education Statistics Committee is supplementing this material with the following brief definitions of the major (i.e. Table G8) line items:

Gross Sales: Total domestic and foreign sales of books, tests, reprints, pamphlets, audio-visual aids and other media materials developed by the College division. Each publisher reports sales on a calendar (preferred) or fiscal year basis.

Returns: Credits against gross sales for merchandise returned or adjustments made. Includes only actual returns, not reserves; excudes transportation.

Net Sales: Gross Sales less Returns. Excludes subsidiary rights, permissions and distribution income.

Cost of Sales: Manufacturing costs and royalties applicable to goods sold. Excludes plate and development costs. Includes landed costs of imports and acquisition cost of distributed editions.

Paper, Printing, Binding & Dupl. Costs (PPB): Calculated based on beginning inventory plus purchases, less ending inventory and free copies. Inventory includes bound stock, including books on consignment, as well as raw materials. Any editorial plant costs are estimated and removed from inventory. Purchases include transportation costs up to the first point of shipment; costs of containers supplied by the manufacturer, and duplicating costs for AV, software, and other non-print products. Free copies are deducted from inventory and include only books given away for promotional purposes, but not teaching aids, which are considered a cost of sale of the book they accompany. Inventory write-offs are deducted from ending inventory, so the cost of revaluations appears as PPB.

Royalty Expense: Payments of royalties resulting from sales during the reporting year; includes grants, advances written-off and override royalties paid to consulting editors but not to staff editors (The latter are reported as salary).

Other Income: Subsidiary rights, permissions and distribution income.

Gross Margin: Net Sales less PPB and Royalties. Does not include plate or development costs.

Publishing and Operating Expenses:

Plant Costs: Non-recurring manufacturing costs, plus outside artwork. Includes typesetting, negatives and plates (provided the plates can be used for reprints; otherwise reported as PPB). The cost of master films and recordings for AV and one-time processing costs for software are reported here. Also includes permissions, retyping costs (if paid by the publisher), and preparation of camera-ready copy.

Editorial: Acquisition and development costs only, including salaries, benefits, T & E, reference and research materials, stationery, supplies and reviews.

Production: Salary and benefit costs of copy editorial, design, and production staffs, as well as freelance costs, outside production services, reference materials, art supplies, stationery and T & E.

Marketing: Selling and promotion expenses. Includes advertising, catalogs, free copies and postage, exhibits, free software, salaries, bonuses, T & E, and automobiles.

Fulfillment: Order and return processing, customer service, shipping and storage, accounts receivable, systems expense (for order processing only), equipment rental, transportation not paid by customer or included in PPB, warehouse rent or depreciation and operating expenses, supplies and salaries. Multi-divisional houses allocate fulfillment expenses based on the number of orders processed.

General & Administrative: Management, accounting, general office, tax, insurance, legal, and systems expense. Also includes all occupancy, telephone, overhead, utility and collection costs. Corporate assessments (fees charged by parent companies) are not included unless they represent payments for services actually received which the publisher would otherwise have to furnish or purchase elsewhere. G & A is allocated on a percentage of sales basis (except for occupancy costs which are based on space used).